

GENERAL FOODS BOX-TOP CIRCUS. DU34110.

SEE La Pearl, Roy.

GENERAL Foods Corporation.

A D.R. checks up! C4741. SEE Handy (Jam)  
Organization, inc.

JUN 19 1950

**GENERAL FOODS ©.**

**A D/R checks up! The answers to some  
advertising questions you've asked.  
Produced by the Jam Handy Organiza-  
tion, inc. 35 mm. film strip. 117  
frames. © 1c 19Jun50; JU6463.**

**JUL - 3 1950**

GENERAL FOODS CORPORATION ©.  
About GF advertising. 1 v.  
© 7Jan49; AA109074.

GENERAL FOODS CORPORATION ©.

Active people enjoy Bire-ley's fruit  
flavor drinks. (Non-alcoholic  
beverage) 12-sheet poster. Appl.  
author: Young & Rubicam, inc.  
© 1Jul51; KK75823.

KK 8822

General Foods corporation, claimant  
Ahead of all others. (Dog food) [Chicago,  
Printed by Time]cl947.  
clipping.

Print.

Appl. author: Benton & Bowles, inc.

©7Feb47; author, New York;

KK 8822

elg 3-4-47

General foods corporation, claimant.

Ahead of all others! (Dog food) [Tucson, Ariz.,  
Printed by the Arizona daily star] cl947.  
clipping.

Print.

Appl. author: Benton & Bowles, inc.

© General foods corp., New York; 14Mar47;  
KK11431.

elg 4-18-47

**GENERAL FOODS CORPORATION ©.**

**Ahoy, here's Corn-Fetti, new kind of  
corn flakes with the magic sugar  
coat. Adv. from Chicago news,  
Sept. 4, 1952, p. 21. Appl. author:  
Young & Rubicam, inc. © 4Sep52;  
KK81210.**

GENERAL FOODS CORPORATION ©.

Ahoy there! For super fishcakes.

(Chili sauce) Sheet. © 13Feb48;

KK20280.

GENERAL FOODS CORPORATION ©.

Alimentos modernos para la cocina  
moderna. (Bird Eye frosted foods)

Folder. (9011) © 15Nov47; KK21179.

GENERAL FOODS CORPORATION ©.

Amazing discovery. Diamond Crystal.

(Salt) Sheet from the Bridgeport  
post, Bridgeport, Conn., Aug. 30,  
1951, p. 22. © 30Aug51; KK65190.

SEP 19 1951

GENERAL FOODS CORPORATION ©

Amazing salt discovery. Diamond Crystal new Weather-Pruf salt. Sheet from the Bridgeport post, July 24, 1951, p. 18. © 24Jul51; KK64424.

AUG 29 1951

GENERAL FOODS CORPORATION ©.

Angel food, queen of cakes. (Cake  
flour) Folder. (Insert no. 16)

© 10ct48; KK29371.

GENERAL FOODS CORPORATION ©.

Any way you look at it. (Dog food)

Sheet. © 7Apr50; K148110.

APR 28 1950

GENERAL FOODS CORPORATION ©.

Any way you look at it, it pays to  
nourish every inch of your dog with  
Gaines! (Dog food) Sheet.

© 8Apr50; KK48168.

APR 28 1950

GENERAL FOODS CORPORATION ©.

Any way you look at it, it pays to  
nourish your dog with Gaines!

Gaines dog foods. Sheet.

© 19Apr50; KK48827.

1950 - 6 1330

KK 198

General foods corp., claimant.

The aroma tells you the flavor's  
there! (Coffee) [Boston, Printed by  
The Jewish advocate pub. corp.] ©1945.

clipping.

Print.

Appl. author: Benton & Bowles, inc.  
© 12-27-45; 2c 1-8-46; New York;

KK 198.

3-21-46 rs

GENERAL FOODS CORPORATION ©.

At last, canned fruits and vegetables  
with that real down-on-the-farm  
flavor! Clipping. © 2Dec48;  
KK30149.

GENERAL FOODS CORPORATION ©.

At last, delicious fish eating with  
no fish cooking. New Birds Eye pre-  
cooked fish sticks. (Frozen foods)  
From Boston globe, Aug. 4, 1953, p.  
27. Appl. author: Young & Rubicam,  
inc. © 4Aug53; KK90109.

GENERAL FOODS CORPORATION.©.

At last, here's my idea of grand  
orange juice. In orange juice,  
too, Birds Eye is best. Adv. from  
Daily news, New York, Mar. 12, 1952,  
p. 53. Appl. author: Young & Rubi-  
cam, inc. © 12Mar52; KK76658.

GENERAL FOODS CORPORATION ©.

At last, here's my idea of grand  
orange juice. In orange juice,  
too, Birds Eye is best. Adv.  
from Daily news, New York, Mar.  
19, 1952, p. 61. Appl. author:  
Young & Rubicam, inc. © 18Mar52;  
KK76657.

GENERAL FOODS CORPORATION ©.

Aye, mon ... it's thrifty! (Dog  
food) Clipping. © 9Apr49; KK35394.

GENERAL FOODS CORPORATION. ©

Back again with a big special offer.

Save 25¢ on any of these top-quality Birds Eye chicken treats.

(Frozen foods) (In Denver post,

July 1, 1953, p. 40) Appl. au-

thor: Young & Rubicam, Inc.

© 1Jul53; KK92968.

GENERAL FOODS CORPORATION ©.

Baking beauties. (Cake flour)

Folder. (No. 9153) © 1Jun48;

KK24643.

KK13477

General foods corp., claimant.

Baking powder in action! (Baking  
powder) [Brooklyn, Printed by United  
States printing & litho co., c1946]  
folder, illus. 21cm. (8290)  
Print.

© General foods corp., New York;  
15Apr47; KK13477.

26Jun47 rs

AA  
15174

General foods corporation, claimant.

Baseball's first regular game; commemorating the 100th anniversary of the nine-man game played between organized teams at Hoboken, New Jersey, on June 19, 1846. [New York, Printed by Wickersham press, ©1946]

pamphlet. illus. 23 cm.

© 6-1-46; 2 c 6-20-46; New York;  
AA 15174.

afp 7-18-46

GENERAL FOODS CORPORATION ©.

Be smart! Be thrifty! Buy Gaines in  
large sizes. [From Life magazine,  
Sept. 18, 1950, p. 16] (Dog food)  
Sheet. (44A) © 15Sep50; KK54358.

OCT 31 1950

GENERAL FOODS CORPORATION ©.

Be smart! Be thrifty! Buy Gaines in  
the large sizes. [From Household,  
Oct. 1950, p. 97] (Dog food) Sheet.

© 18Sep50; KK54813.

NOV 10 1950

GENERAL FOODS CORPORATION ©.

Behind the package. Will you find  
within this modern food package the  
quality ... you expect? Folder.

(1608) © 1Jul49; KK39447.

**GENERAL FOODS CORPORATION ©.**

**Best eatin' chicken that ever went to  
a picnic. Birds Eye. Adv. from New  
York news, July 1, 1952, p. 48.**

**Appl. author: Young & Rubicam, Inc.  
© 1Jul52; KK81202.**

**GENERAL FOODS CORPORATION ©.**

**Best eatin' chicken that ever went to  
a picnic. Birds Eye. Adv. from  
Philadelphia bulletin, Aug. 27,  
1952, p. 28. Appl. author: Young &  
Rubicam, Inc. © 27Aug52; KK81209.**

**GENERAL FOODS CORPORATION ©.**

**Best-eating chicken you ever served  
up, Birds Eye. Adv. from Chicago  
news, Oct. 2, 1952, p. 9. Appl.  
author: Young & Rubicam, Inc.  
© 20ct52; KK81487.**

GENERAL FOODS CORPORATION ©.

Betcha Birds Eye tastes better than  
anything. (Frozen foods) Adv.  
from Western family, Feb. 7, 1952,  
p. 12. Appl. author: Young &  
Rubicam, inc. © 7Feb52; KK74642.

GENERAL FOODS CORPORATION ©.

Big Birds Eye money-savers! Birds  
Eye frosted foods. Adv. from  
the Evening bulletin, Philadelphia,  
Apr. 9, 1952, p. B 23. Appl.  
author: Young & Rubicam, inc.  
© 9Apr52; KK76650.

GENERAL FOODS CORPORATION ©.

Big Birds Eye money-savers! Birds  
Eye frosted foods. Adv. from  
the Hartford times, Apr. 10,  
1952, p. 34. Appl. author:  
Young & Rubicam, inc. © 10Apr52;  
KK76649.

GENERAL FOODS CORPORATION ©.

Big Birds Eye money-savers. Birds  
Eye frosted foods. Adv. from the  
Kansas City star, Kansas City, Mo.,  
Apr. 10, 1952, p. 12. Appl. author:  
Young & Rubicam, inc. © 10Apr52;  
KK76648.

GENERAL FOODS CORPORATION ©.

Big Birds Eye money-savers. Birds  
Eye frosted foods. Adv. from  
Oakland tribune, Oakland, Calif.,  
Apr. 10, 1952, p. 30. Appl. au-  
thor: Young & Rubicam, inc.

© 10Apr52; KK76645.

GENERAL FOODS CORPORATION ©.

Big Birds Eye money-savers. Birds  
Eye frosted foods. Adv. from the  
Miami herald, Miami, Fla., Apr. 10,  
1952, p. 6. Appl. author: Young &  
Rubicam, inc. © 10Apr52; KK76647.

GENERAL FOODS CORPORATION ©.

Big Birds Eye money-savers!

Birds Eye frosted foods. Adv.  
from the Philadelphia Inquirer,  
Apr. 10, 1952, p. 25. Appl.  
author: Young & Rubicam, Inc.  
© 10Apr52; KK76646.

GENERAL FOODS CORPORATION ©.

Big chiefs, smart squaws buyum Birds  
Eye. (3 Injun kids. Frosted foods)  
Poster. © 10ct51; KK66606.

501 29 1353

**GENERAL FOODS CORPORATION.**

**Big ideas promote chain reaction.**

**17 p. © General Foods Corp.;**

**27Aug53; A105419.**

**GENERAL FOODS CORPORATION ©.**

**Big introductory push on new Birds**

**Eye chicken pie. Adv. from Yankee  
food merchant, Sept. 30, 1952, p. 5.**

**Appl. author; Young & Rubicam, Inc.**

**© 30Sep52; KK81489.**

**GENERAL FOODS CORPORATION ©.**

**Biggest Birds Eye bargains ever  
offered. Birds Eye frosted foods.**

**Adv. from Chicago daily news,  
June 12, 1952, p. 28. Appl. au-  
thor: Young & Rubicam, inc.**

**© 12Jun52; KK77574.**

GENERAL FOODS CORPORATION ©.

Biggest Birds Eye bargains ever  
offered. Right now low, low, prices  
on these Birds Eye vegetables and  
fruits. (Frozen foods) Adv. from  
the Springfield union, Springfield  
Mass., Oct. 10, 1952, p. 24.

Appl. author: Young and Rubicam,  
inc. © 10Oct52; KK84472.

GENERAL FOODS CORPORATION ©.

Biggest tea news in generations!

(Tea bags) Clipping. © 14Dec48;

KK30621.

GENERAL FOODS CORPORATION ©.

✓ Birds Eye asparagus spears - today.  
(Frozen foods) Poster. © 170oct49;  
KK47181.

APR 13 1950

GENERAL FOODS CORPORATION ©.

Birds Eye, best for your money. (Frozen foods) Adv. from Western family, Oct. 16, 1952. Appl. author: Young & Rubicam, Inc. © 16Oct52; KK81485.

GENERAL FOODS CORPORATION ©.

Birds Eye big chief. cIndian masks  
(Frosted foods) © 15Oct51;  
KK67100.

NOV - 9 1951

GENERAL FOODS CORPORATION ©.

✓ Birds Eye broccoli - tender, tasty,  
waste-free - today. ✓ (Frozen foods)  
Poster. © 17Oct49; KK47186.

APR 13 1950

GENERAL FOODS CORPORATION ©.

Birds Eye chicken parts. Adv. from  
Pittsburgh press, Oct. 9, 1952, p.  
41. Appl. author: Young & Rubicam,  
inc. © 9Oct52; KK81495.

GENERAL FOODS CORPORATION ©.

Birds Eye chicken parts. (Frozen  
foods) From Boston globe, Mar.  
11, 1953. Appl. author: Young &  
Rubicam, inc. © 11Mar53; KK90619.

**GENERAL FOODS CORPORATION ©.**

**Birds Eye chicken parts now packaged  
separately. (Frozen foods) Adv.  
from Boston globe, Feb. 25, 1953.  
Appl. author: Young & Rubicam,  
inc. © 25Feb53; KK86660.**

GENERAL FOODS CORPORATION ©.

Birds Eye chicken pie. Buy 2, save  
25¢. (Frozen foods) From St.

Paul dispatch, July 15, 1953.

Appl. author: Young & Rubicam, inc.

© 15Jul53; KK90842.

**GENERAL FOODS CORPORATION ©.**

**Birds Eye chopped spinach or whole  
leaf; Birds Eye french fries;  
Birds Eye green beans ... (Frozen  
foods) Adv. from Western family,  
Nov. 20, 1952, p. 20. Appl.  
author: Young and Rubicam, inc.  
© 20Nov52; KK83600.**

GENERAL FOODS CORPORATION ©.

Birds Eye cod fillets - ocean-fresh -  
today. ✓ (Frozen foods) Poster.

© 17Oct49; KK47180.

APR 18 1950

GENERAL FOODS CORPORATION ©.

✓ Birds Eye corn - plump, milky kernels -  
today. ✓ (Frozen foods) Poster.

© 1700t49; KK47187.

APR 13 1950

GENERAL FOODS CORPORATION ©.

✓ Birds Eye cut green beans - string-  
less - today. ✓ (Frozen foods)

Poster. © 17Oct49; KK47183.

APR 13 1950

GENERAL FOODS CORPORATION ©.

Birds Eye first on every count. Birds  
Eye frosted foods. Adv. from Cali-  
fornia grocers advocate, Sept. 12,  
1952, p. 155. Appl. author: Young  
and Rubicam, inc. © 12Sep52;  
KK83596.

GENERAL FOODS CORPORATION. ©

Birds Eye fish sticks, ocean-fresh,  
all-fish eating. (Frozen foods)  
(In the Evening bulletin, Phila-  
delphia, Sept. 30, 1954, p. 29)  
Appl. author: Young & Rubicam,  
inc. © 30Sep54; KK102097.

GENERAL FOODS CORPORATION ©.

✓ Birds Eye Fordhook lima beans -  
large variety shelled, cleaned -  
today. ✓ (Frozen foods) Poster.

© 17Oct49; KK47185.

APR 18 1950

GENERAL FOODS CORPORATION ©.

✓Birds Eye french-fried potatoes.

Heat 'em and eat 'em. ✓ (Frozen  
foods) Poster. © 170oct49;

KK47175.

APR 13 1950

GENERAL FOODS CORPORATION ©.

✓ Birds Eye french style green beans -  
sliced the long way - today. ✓

(Frozen foods) Poster. © 17Oct49;

KK47182.

APR 18 1950

GENERAL FOODS CORPORATION ©.

✓ Birds Eye frying chicken - today. ✓  
(Frozen foods) Poster. © 17 Oct 49;  
KK47177.

APR 13 1950

GENERAL FOODS CORPORATION ©.

✓ Birds Eye green peas - today. ✓

(Frozen foods) Poster. © 170oct49;

KK47189.

APR 13 1950

GENERAL FOODS CORPORATION ©.

Birds Eye haddock fillets - waste -  
free, ready to cook - today.

(Frozen foods) Poster. © 17Oct49;  
KK47178.

APR 13 1950

GENERAL FOODS CORPORATION ©.

Birds Eye heat 'em and eat 'em whip-  
ped potatoes. Poster no. 5389.

(Frozen foods) © 15Feb53; KK82217.

GENERAL FOODS CORPORATION ©.

Birds Eye kids dolls only 25¢ each,  
plus one imprinted can top from  
Birds Eye orange juice. (Frozen  
foods) From Woman's day, Sept.  
1953, p. 75. Appl. author: Young  
& Rubicam, Inc. © 27Aug53;  
KK90110.

**GENERAL FOODS CORPORATION ©.**

**Birds Eye kids dolls only 25¢ plus  
one imprinted can top from Birds  
Eye orange juice. Adv. from New  
York news, Feb. 22, 1953. Appl.  
author: Young & Rubicam, inc.  
© 22Feb53; KK86659.**

GENERAL FOODS CORPORATION ©.

✓ Birds Eye lima beans - small variety-  
today. ✓ (Frozen foods) Poster.

© 17Oct49; KK47184.

APR 13 1950

GENERAL FOODS CORPORATION ©.

✓ Birds Eye mixed vegetables - five  
farm-fresh favorites - today. ✓  
(Frozen foods) Poster.

© 17Oct49; KK47188.

APR 13 1950

GENERAL FOODS CORPORATION ©.

Birds Eye news. (Frozen foods)

Appl. author: Young and Rubicam,  
inc.

Ask for and get the beans with the  
just-picked Birds Eye flavor.

From Family circle, Mar. 1953,  
p. 139. © 26Feb53; KK87494.

GENERAL FOODS CORPORATION ©.

Birds Eye news. (Frozen foods)

Appl. author: Young & Rubicam, inc.

Better buy Birds Eye green beans

... From Sacramento bee, Sacra-  
mento, Calif., May 27, 1953,

p. F-9. © 27May53; KK90849.

**GENERAL FOODS CORPORATION ©.**

**Birds Eye news. ✓ (Frozen foods)**

**Appl. author: Young & Rubicam,  
inc.**

**Birds Eye vegetables bring you  
✓ sweet-summer goodness in Jan-  
uary. Adv. from Chicago news,  
Jan. 8, 1953, p. 36.**

**© 8Jan53; KK86655.**

GENERAL FOODS CORPORATION ©.

Birds Eye news. (Frozen foods)

Appl. author: Young and Rubicam,  
inc.

Corn you'll go for. Let Birds Eye  
do your food fixing while you  
do Christmas shopping. Adv.  
from Chicago news, Dec. 3, 1952,  
p. 9. © 3Dec52; KK83606.

GENERAL FOODS CORPORATION ©.

Birds Eye news. (Frozen foods)

Appl. author: Young & Rubicam, inc.

Delicious fish eating ... They'll

turn your family into fish fans

... From Toledo times, June 18,

1953, p. 11. © 18Jun53; KK90846.

GENERAL FOODS CORPORATION ©.

Birds Eye news. (Frozen foods)

Appl. author: Young & Rubicam, inc.

Delicious fish eating ... They're  
really special. From Toledo  
times, June 4, 1953, p. 21.

© 4Jun53; KK90847.

GENERAL FOODS CORPORATION ©.

Birds Eye news. (Frozen foods)

Appl. authors: Young and Rubicam,  
inc.

Do it now. Birds Eye squash is  
here. Birds Eye green beans ...  
Adv. from Baltimore sun, Nov.  
20, 1952, p. 32. © 20Nov52;  
KK83602.

GENERAL FOODS CORPORATION ©.

Birds Eye news. (Frozen foods)

Appl. author: Young and Rubicam,  
inc.

Flash. Finest crop ... Birds Eye  
french fried potatoes are back.

Adv. from Baltimore news post,  
Nov. 12, 1952, p. 4. © 12Nov52;  
KK83603.

GENERAL FOODS CORPORATION ©.

Birds Eye news. (Frozen foods)

Appl. author: Young and Rubicam,  
inc.

How Chicago eats. Fixin's for  
Christmas all fixed for you-by  
Birds Eye. Adv. from Chicago  
news, Dec. 22, 1952, p. 12.  
© 22Dec52; KK83605.

GENERAL FOODS CORPORATION ©.

Birds Eye news. (Frozen foods)

Appl. author: Young and Rubicam,  
inc.

How Chicago eats. Fixin's for

Thanksgiving all fixed for you  
by Birds Eye. Adv. from Chicago  
news, Nov. 24, 1952, p. 16.

© 24Nov52; KK83604.

**GENERAL FOODS CORPORATION ©.**

**Birds Eye news. (Frozen foods)**

**Appl. author: Young & Rubicam,  
inc.**

**In lima beans, insist on the brand  
you know is special. Adv. from  
New York news, Feb. 12, 1953.**

**© 12Feb53; KK86654.**

GENERAL FOODS CORPORATION ©.

Birds Eye news. (Frozen foods)

Appl. author: Young & Rubicam,  
inc.

In peas, insist on the brand you  
know is special. Birds Eye.

Adv. from New Haven register,  
Mar. 12, 1953, p. 11.

© 12Mar53; KK86653.

GENERAL FOODS CORPORATION ©.

Birds Eye news. (Frozen foods)

Appl. author: Young and Rubicam,  
inc.

Insist on Birds Eye peas. They  
taste like June in February.

From Family circle, Feb. 1953,  
p. 115. © 29Jan53; KK87493.

**GENERAL FOODS CORPORATION ©.**

**Birds Eye news. (Frozen foods)**

**Appl. author: Young & Rubicam, inc.**

**It pays to insist on frozen foods  
you know are special. Adv. from  
Chicago news, Feb. 19, 1953, p.  
40. © 19Feb53; KK86652.**

GENERAL FOODS CORPORATION ©.

Birds Eye news. (Frozen foods)

Appl. author: Young & Rubicam,  
inc.

Now, special low prices on the  
frozen foods you know are spe-  
cial quality. Birds Eye. Adv.  
from Philadelphia bulletin,  
Jan. 29, 1953. © 29Jan53;  
KK86656.

GENERAL FOODS CORPORATION ©.

Birds Eye news. (Frozen foods)

Appl. author: Young & Rubicam,  
inc.

Now, special low prices on the  
frozen foods you know are spe-  
cial quality. Birds Eye. Adv.  
from New Haven register, Jan.  
22, 1953, p. 11. © 22Jan53;  
KK86657.

GENERAL FOODS CORPORATION ©.

Birds Eye news. (Frozen foods)

Appl. author: Young & Rubicam, inc.

A quart of fresh, frosty lemonade  
from every can. From Philadel-  
phia bulletin, July 8, 1953, p.

9. © 8Jul53; KK90851.

**GENERAL FOODS CORPORATION ©.**

**Birds Eye news. (Frozen foods)**

**Appl. author: Young & Rubicam,  
inc.**

**Special January sale on Birds Eye  
broccoli spears. Adv. from  
Baltimore sun, Jan. 29, 1953,  
p. 22. © 29Jan53; KK86658.**

GENERAL FOODS CORPORATION ©.

Birds Eye news. (Frozen foods)

Appl. author: Young & Rubicam, Inc.

Supper specially designed to keep  
the cook's temperature down.

Birds Eye chicken pies. From  
Philadelphia bulletin, June 4,  
1953, p. 34. © 4Jun53; KK90845.

GENERAL FOODS CORPORATION ©.

Birds Eye news. (Frozen foods)

Appl. author: Young & Rubicam, inc.

Take-it-easy summer supper, with  
special Birds Eye chicken pie.

From Daily news, New York, July  
23, 1953, p. 51. © 23Jul53;  
KK90107.

GENERAL FOODS CORPORATION ©.

Birds Eye news. (Frozen foods)

Appl. author: Young & Rubicam, inc.

There's special springtime freshness about these special Birds Eye foods. Adv. from Chicago

news, Mar. 19, 1953, p. 19.

© 19Mar53; KK86650.

GENERAL FOODS CORPORATION ©.

Birds Eye news. (Frozen foods)

Appl. author: Young & Rubicam, inc.

There's special springtime fresh-

ness about these special Birds

Eye peas. From Sacramento bee,

Sacramento, Calif., May 21, 1953,

p. F-14. © 21May53; KK90848.

GENERAL FOODS CORPORATION ©.

✓Birds Eye ocean perch fillets -  
today. ✓ (Frozen foods) Poster.

© 17Oct49; KK47179.

APR 13 1950

GENERAL FOODS CORPORATION ©.

✓ Birds Eye peaches - sliced and  
sweetened - today. ✓ (Frozen foods)  
Poster. © 17Oct49; KK47173.

APR 13 1950

GENERAL FOODS CORPORATION. ©

Birds Eye-Philco easy-living contest. Coming up, money-saving values ... (Frozen foods) (In San Francisco call-bulletin, Oct. 11, 1954, p. 6) Appl. author: Young & Rubicam, inc. © 14Oct54; KK102094.

GENERAL FOODS CORPORATION. ©

Birds Eye-Philco easy-living contest. Just one Birds Eye label or can top is your ticket of entry ... (Frozen foods) (In Tampa morning tribune, Tampa, Fla., Oct. 15, 1954, p. 21-A) Appl. author: Young & Rubicam, inc.

© 15Oct54; KK102099.

GENERAL FOODS CORPORATION. ©

Birds Eye-Philco easy-living contest. Just one Birds Eye package label or Birds Eye can top is all you need to enter ... (Frozen foods) (In Life, Oct. 11, 1954, p. 80-81) Appl. author: Young & Rubicam, inc. © 7Oct54; KK102093.

GENERAL FOODS CORPORATION ©.

✓ Birds Eye pure-concentrated orange  
juice - today.' (Frozen foods)

Poster. © 1700t49; KK47176.

APR 13 1950

**GENERAL FOODS CORPORATION ©.**

**Birds Eye recipe takes the heat out  
of August supper-fixing. Birds Eye  
frosted foods. Adv. from Life, Aug.  
18, 1952, p. 30. Appl. author:  
Young & Rubicam, Inc. © 15Aug52;  
KK81185.**

GENERAL FOODS CORPORATION ©.

Birds Eye smart squaw. cIndian mask  
(Frosted foods) © 15Oct51;  
KK67099.

NOV - 9 1951

GENERAL FOODS CORPORATION ©.

✓ Birds Eye spinach - cleaned, washed,  
ready-to-cook - today. ✓ (Frozen  
foods) Poster. © 17Oct49;  
KK47190.

APR 13 1950

GENERAL FOODS CORPORATION ©.

Birds Eye squash - just heat and  
serve - today. ✓ (Frozen foods)  
Poster. © 17Oct49; KK47191.

APR 13 1950

GENERAL FOODS CORPORATION ©.

Birds Eye strawberries; Birds Eye  
peas; Birds Eye orange juice.

(Frozen foods) Adv. from Western  
family, Dec. 11, 1952, p. 44.

Appl. author: Young and Rubicam,  
inc. © 11Dec52; KK83601.

GENERAL FOODS CORPORATION ©.

✓ Birds Eye strawberries - sliced  
and sweetened - today. (Frozen  
foods) Poster. © 17Oct49;  
KK47174.

APR 13 1950

GENERAL FOODS CORPORATION ©.

✓ Birds Eye succotash - green limas and  
golden corn - today. ✓ (Frozen foods)  
Poster. © 17Oct49; KK47192.

APR 13 1950

GENERAL FOODS CORPORATION.

Birds Eye 3-kids. [Three illustrations on outside of Handi-Serv de-  
canter] Reproductions of drawing.

© General Foods Corp., New York;  
1Jun51; K29386.

SEP 10 1951

GENERAL FOODS CORPORATION. ©

Birds Eye weekend surprise. Tonight  
serve Birds Eye fish sticks 'n'  
green salad supper. (Frozen  
foods) (In the Detroit news, Aug.  
19, 1954, p. 17) Appl. author:  
Young & Rubicam, inc. © 19Aug54;  
KK102096.

**GENERAL FOODS CORPORATION ©.**

**Brand new cereal with a brand new  
taste. New Post's Corn-fetti.**

**Adv. from Dayton news, Dayton,  
Ohio, Feb. 1, 1952. Appl. author:  
Young & Rubicam, Inc. © 1Feb52;  
KK74629.**

GENERAL FOODS CORPORATION ©.

The brand that's bound to be better.

Birds Eye. (Frozen foods) Poster.

(3534) © 15Mar51; KK60062.

APR 23 1951

GENERAL FOODS CORPORATION ©.

Brother, this orange juice is the  
real thing. In orange juice, too  
Birds Eye is best. Adv. from the  
Evening bulletin, Philadelphia,  
Apr. 3, 1952, p. 32. Appl. author:  
Young & Rubicam, inc. © 3Apr52;  
KK76652.

**GENERAL FOODS CORPORATION.**

**Building your sales power. Field  
management handbook, pt. 3.**

**cNew York; GF Sales Division,  
General Foods Corp., c1952.**

**12 p. illus. © General Foods  
Corp.; 10ct52; AA225539.**

GENERAL FOODS CORPORATION ©

Cake frostings. 8 grand recipes.

What frosting shall I choose?

Swans Down cake flour. Folder.

(1907) © 2Jan50 ~~for application:~~

1949); KK47079. *(in notice:*

APR 13 1950

GENERAL FOODS CORPORATION ©.

Cake frostings; 8 grand recipes and a  
dozen success tips. (Cake flour)  
Folder. (9382) © 1Feb49 (in no-  
tice: 1948); KK34353.

GENERAL FOODS CORPORATION.

Cake making at high altitudes.

23 p. illus. © on additions

& revisions; General Foods Corp.;

19Sep52; AA228206.

GENERAL FOODS CORPORATION ©  
Cake making at high altitudes.  
[Form 9708] 23 p., illus.  
© 15Apr49; AA121037.

**GENERAL FOODS CORPORATION.**

**Cake secrets; unveiling the  
joyous mysteries of the loveliest  
of cakes. 64 p. © General  
Foods Corp.; 10ct53; A115641.**

GENERAL FOODS CORPORATION ©.

Cake tour of the U. S. A.; favorite  
recipes from every corner of this  
cake-loving country. [Form 1910]  
1 v., illus. © 1Dec49; AAL47238.

APR 26 1950

GENERAL FOODS CORPORATION ©.

Calumet recipes for baking success!  
(Baking powder) Folder. © 1Dec47;  
KK20335.

GENERAL FOODS CORPORATION ©.

Calumet's "ever-ready" recipe - it  
saves me 2 hours a week! (Baking  
powder) Folder. (Insert no.  
9242) © 1Mar48; KK21588.

**GENERAL FOODS CORPORATION ©.**

**Carry home the juice of 3 dozen oranges in this handy Birds Eye 4-can pack. Quick-frozen concentrated orange juice. Adv. from Chicago tribune, July 16, 1952. Appl. author: Young & Rubicam, inc.**

**© 16Jul52; KK81233.**

GENERAL FOODS CORPORATION ©.

Carry home the juice of 27 oranges in  
this handy Birds Eye 3-can pak.  
Concentrated Orange juice. Adv.  
from San Francisco call bulletin,  
Oct. 9, 1952, p. 4F. Appl. author:  
Young & Rubicam, inc. © 9Oct52;  
KK81496.

AA 16973

General foods corp., claimant

Celebrate Swans down's return with a brand  
new cake. [Chicago, Lithographed by Marshall-  
White press] cl946.

folder. illus. 5 1/2 x 9 1/2 cm.  
(7787)

Recipes.

© 7-1-46; 2 c 8-3-46; New York; AA 16973.

mgc 9-4-46

GENERAL Foods Corporation. Central  
Laboratories. SEE Hoboken, N. J.  
Central Laboratories.

GENERAL FOODS CORPORATION ©.

Cheeko the great, the boy ventrilo-  
quist. (Comic strip for cereals)

SEE Miscellaneous Section, Unit C.

KK 8298

General foods corporation, claimant

Chock-full of good things. (Chili sauce)  
[Chicago, Printed by Time, inc.] c1947.  
clipping.

Print.

Appl. author: benton & Bowles, inc.

© 17Jan47; author: New York; KK 8298.

lg 2-6-47

GENERAL FOODS CORPORATION ©.

Coconut glamour desserts; new  
ideas and discoveries - recipes  
you'll love to make. 23 p.,  
col. illus. © 1Apr48; AA80514.

GENERAL FOODS CORPORATION ©.

Come and get it! (Dog food) Clipping.

© 20Feb48; KK20594.

KK 8513

General foods corporation, claimant.

Come! Elias C. Vail, widely known  
trainer of field dogs ... (Dog food)  
[New York, Printed by Field & stream  
pub. co.] c1947.

clipping.

Print.

Appl. author: Benton & Bowles, inc.

© 24Jan47; author, New York; KK 8513.

pam 3-5-37

General foods corp., claimant.

Come! For all dogs, Gaines dog foods.  
(Dog food) [Chicago, Printed by American  
field pub. co.] c1947.  
clipping.

Print.

© General foods corp., New York;  
11Apr47; KK14733.

13Aug47 re

GENERAL FOODS CORPORATION ©.

Chocolate whirlaway cake. (Cake  
flour) Folder. (Form no. 1599)

© 1 Jan 50 (in notice: 1949);  
KK48469.

MAY - 1 1950

GENERAL FOODS CORPORATION ©.

Delicious. All-in-one dinner. New  
Birds Eye chicken pie. (Frozen  
foods) Adv. from New York world  
telegram and sun, Nov. 12, 1952,  
p. 24. Appl. author: Young and  
Rubicam, inc. © 12Nov52; KK83597.

GENERAL FOODS CORPORATION ©

Delicious eatin', can't be beaten,  
Birds Eye. Rah. Birds Eye frosted  
foods. (3 kids, cheerleaders)  
Poster. © 1Sep51; KK66116.

307 16 1951

GENERAL FOODS CORPORATION. ©

Delicious fish eating all cooked for  
you. New Birds Eye pre-cooked  
haddock, cod or ocean perch fish  
sticks. (Frozen foods) (In  
Boston herald traveler, Sept. 2,  
1953) Appl. author: Young &  
Rubicam, inc. © 2Sep53; KK92970.

GENERAL FOODS CORPORATION. ©

Delicious fish eating, no fish cooking. Birds Eye fish sticks.

(Frozen foods) (In the Boston daily globe, July 14, 1954, p. 16)

Appl. author: Young & Rubicam, inc. © 14Jul54; KK102095.

GENERAL FOODS CORPORATION ©.

Delicious fish eating with no fish  
cooking. New Birds Eye pre-cooked  
fish sticks. (Frozen foods) From  
Boston globe, Aug. 18, 1953, p. 24.  
Appl. author: Young & Rubicam, inc.  
© 18Aug53; KK90101.

GENERAL FOODS CORPORATION ©

Dependable performers. (Dog food)

Sheet. © 12Mar48; KK21091.

AA 15175

General foods corporation, claimant.

Directions for making coffee in glass  
coffee-maker [and] Directions for making  
coffee in urn. [New York, Printed by  
Wickersham press] © 1946.

wall card. 36 x 25 1/2 cm.

Appl. title: Maxwell house "Direc-  
tions for making coffee" wall card.

© 6-1-46; 2 c 6-20-46; New York;  
AA 15175.

AFP 7-18-46

General foods corp., claimant.

Dog owners - do you see what I see?  
(Dog food) [Sioux City, Ia., Printed by  
Journal-tribune pub. co.] c1947.  
clipping.

Print.

© General foods corp., New York;  
13Jul47; KK14662.

12Aug47 rs

GENERAL FOODS CORPORATION ©.

Double action - double values. (Bak-  
ing powder) Folder. (1407)

© 18Mar49; KK34352.

GENERAL FOODS CORP., New York.

Doubling up. (Dog food)

© 24Nov47; KK18132.

GENERAL FOODS CORPORATION ©.

Easy and exciting, these 3-way  
economy recipes. (Cake flour)  
Sheet. © 1Jun48; KK24238.

GENERAL FOODS CORPORATION ©.

Eat like spring all winter, with  
Birds Eye. (Frozen foods) Adv.  
from Western family, Jan. 10,  
1952, p. 6. Appl. author: Young  
& Rubicam, inc. © 10Jan52;  
KK74641.

GENERAL FOODS CORPORATION.

Effective business letters.

28 p. © General Foods Corp.;

28oct52; A75402.

GENERAL FOODS CORPORATION ©.

8 melt-in-the-mouth ways to serve  
fish; sea food recipes. Folder.  
(2199) © 1Mar50; KK48502.

MAY - 1 1950

GENERAL FOODS CORPORATION ©.

Everybody's raving about new Birds  
Eye chicken pie. Adv. from  
Philadelphia bulletin, Mar. 19,  
1953. Appl. author: Young &  
Rubicam, inc. © 19Mar53; KK86651.

GENERAL FOODS CORPORATION ©.

Exciting, limited-time offer. Full size Army-type goggles. New Post's Corn-fetti, the jolly new cereal with the magic sugar coat. Adv. from Montgomery Journal, Montgomery, Ala., June 26, 1952, p. 10. Appl. author: Young & Rubicam, inc. © 26Jun52; KK79495.

GENERAL FOODS CORPORATION ©.

Expect to be tickled. (Dog food)

Clipping. © 12Mar49; KK33784.

GENERAL FOODS CORPORATION ©.

Expect to be tickled. (Dog food)

Clipping. © 25Mar49; KK34747.

GENERAL FOODS CORPORATION ©.

Expect tops in performance. Gaines  
dog food. Sheet. © 1Jun50;  
KK51160.

JUL 18 1950

GENERAL FOODS CORPORATION ©

Expect tops in performance when you  
nourish every inch of your dog with  
Gaines! (Dog food) Sheet.

© 26Apr50; KK50765.

JUL 14 1950

GENERAL FOODS CORPORATION ©.

Farm-fresh special. Big economy  
buy. Birds Eye peas. (Frozen  
foods) Adv. from New York daily  
news, May 8, 1952, p. 68. Appl.  
author: Young & Rubicam, inc.  
© 8May52; KK76573.

GENERAL FOODS CORPORATION ©.

Feathers ahead! (Dog food) Clip-  
ping. © 25Aug48; EK26402.

GENERAL FOODS CORPORATION ©.

Feeding a crowd. [Form 3503.

Product publicity book] 16 p.,

illus. © 20Mar51; AA178719.

APR 13 1951

GENERAL FOODS CORPORATION ©.

Fiesta banana cake. (Cake flour)

Sheet. (9963) © 1Jul49; KK48470.

MAY - 1 1950

GENERAL FOODS CORPORATION ©.

\$15,000 in cash prizes! Birds Eye.

(Frosted foods) Poster. (2935)

© 1Nov50; KK55815.

DEC 6 1950

GENERAL FOODS CORPORATION ©.

The finest birds in chickendom come  
in Birds Eye packages. (Frozen  
foods) From Boston globe, Mar. 4,  
1953. Appl. author: Young & Rubi-  
cam, inc. © 4Mar53; KK90620.

GENERAL FOODS CORPORATION ©.

Fireball Twigg.

For registrations under this title  
July-Dec., 1948 see Unit C file.

GENERAL FOODS CORPORATION ©.

Fireball Twigg.

But, Ginger, I can't come home  
- now. © 21Mar48; KK25801.

GENERAL FOODS CORPORATION ©.

Fireball Twigg. (Cereals) Clippings.

Face Card.

GENERAL FOODS CORPORATION ©.

Fireball Twigg.

Fireball, you numbhead. © 29Feb48;

~~KK25794.~~

GENERAL FOODS CORPORATION ©.

Fireball Twigg.

In one word, get out! © 28Mar48;

KK25802.

GENERAL FOODS CORPORATION ©.

Fireball Twigg.

Look, Ginger, two tickets to the  
baseball opener! © 18Apr48;

KK25799.

GENERAL FOODS CORPORATION ©.

Fireball Twigg.

Mmm! That was a fine Sunday dinner. © 14Mar48; KK25800.

GENERAL FOODS CORPORATION ©.

Fireball Twigg.

My gracious what's he doing down  
there? © 25Apr48; KK25795.

GENERAL FOODS CORPORATION ©.

Fireball Twigg.

Oh, oh, put on your tie, Fireball,  
here come Professor and Triva  
Pill. © 9May48; KK25809-25810.

GENERAL FOODS CORPORATION ©.

Fireball Twigg.

Cops, I'll be back to pick 'em up.

© 25Apr48; KK25796.

GENERAL FOODS CORPORATION ©.

Fireball Twigg.

This is your last chance, Fireball,  
you gotta get an order. © 2May48;  
KK25807.

GENERAL FOODS CORPORATION ©.

Fireball Twigg.

This is your last chance, Fireball,  
you gotta get an order!

© 2May48; KK25808.

GENERAL FOODS CORPORATION ©.

Fireball Twigg.

Wake up, Fireball! © 7Mar48;

KK25804.

GENERAL FOODS CORPORATION ©.

Fireball Twigg.

Wake up, Fireball, you're having  
a nightmare! © 11Apr48; KK25803.

GENERAL FOODS CORPORATION ©.

Fireball Twigg.

Yaa-ak. Staple, you traitor!

© 23May48; KK25811.

GENERAL FOODS CORPORATION ©.

Fireball Twigg.

Ya-hoo! I got it! I got it!

© 15Feb48; KK25805.

GENERAL FOODS CORPORATION ©.

Fireball Twigg.

You fellows wait out here till I  
whistle. © 4Apr48; KK25797.

KK 274

General foods corp., claimant.

First lesson in flavor....Snider's  
catsup. (Catsup) [Chicago, Printed  
by Times, inc.] © 1946.

clipping.

Print.

Appl. author: Benton & Bowles, inc.

© 1-4-46; 2c 1-12-46; New York;

KK 274.

3-26-46 rs

GENERAL FOODS CORPORATION ©.

Five new ways to spark up your meals!  
(Snider's catsup, chili sauce, and  
cocktail sauce) Clipping.

© 4Mar49; KK33534.

KK 7365

General foods corporation, claimant

The fixin's for tasty lamb chops. (Catsup)  
[Chicago, Printed by Life] c1946.  
clipping.

Print.

Appl. author: Benton & Bowles, inc.

© 10-18-46; 2 c10-25-46; New York; KK 7365.

mge 12-19-46

GENERAL FOODS CORPORATION ©.

Folks ... the lesson for today is  
nourish every inch of your dog with  
Gaines! (Dog food) Clipping.

© 7Dec48; KK36820.

GENERAL FOODS CORPORATION ©.

Follow the big parade to your gro-  
cer's for canned fruits and vege-  
tables. (Snider's peaches) Clip-  
ping. © 3Mar49 (in notice: 1948);  
KK33506.

GENERAL FOODS CORPORATION ©.

For a model dog. (Dog food) Clipping.

© 20May49; KK36313.

GENERAL FOODS CORPORATION ©.

For a sure-fire set-up. (Dog  
food) Clipping. © 24Dec47 (in  
notice: 1948); KK19745.

GENERAL FOODS CORPORATION ©.

For lowest prices as well as convenience, buy your Gaines from your grocer. [From Sports afield, Sept. 1950, p. 105T (Dog food) Sheet.  
(45) © 24Aug50; KK54058.

OCT 16 1950

GENERAL FOODS CORPORATION ©.

For luscious chocolate drinks hot or  
cold get Baker's 4 in 1 instant  
cocoa mix today. Sheet. © 4Feb53;  
KK83050.

**GENERAL FOODS CORPORATION ©.**

For more life in his day of work or  
play. Gaines. [From Farm Journal,  
Mar. 1951, p. 53] (Dog food)  
Sheet. (62A) © 25Feb51; KK59393.

MAR 26 1951

**GENERAL FOODS CORPORATION ©.**

**For more life in his day of work or  
play, nourish every inch of your  
dog with Gaines. [From Country  
gentleman, Feb. 1951, p. 49]  
(Dog food) Sheet. (62) © 25 Jan 51;  
KK58467.**

FEB 27 1951

GENERAL FOODS CORPORATION ©.

For perfect taste, Birds Eye. (Frozen  
foods) Adv. from Western family,  
Mar. 6, 1952. Appl. author: Young  
& Rubicam, inc. © 6Mar52; KK74643.

GENERAL FOODS CORPORATION ©

For quick, easy-to-make home-made  
candies. (Chocolate) Folder.

(Form 9416) © 15Apr48; KK22403.

GENERAL FOODS CORPORATION ©.

For shining performance, nourish every  
inch of your dog with Gaines.

[From Outdoor sportsman, Dec. 1950,  
p. 33] (Dog food) Sheet.

© 25Nov50; KK56726.

JAN 22 1951

KK13479

General foods corp., claimant.

For the best buy, Birds eye brand  
frosted foods. (Frosted foods) [New York,  
Printed by Wickersham press, inc.] cl947.  
broadside, 52 x 38cm.

Print.

© General foods corp., New York;  
1Apr47; KK13479.

27Jun47 rs

GENERAL FOODS CORPORATION ©.

14 wonderful ways to serve Birds  
Eye ocean perch. (Frosted foods)  
Folder. © 15Mar52; KK72186.

GENERAL FOODS CORPORATION. ©

Free comic book in every package of  
Corn-fetti with the free seal on  
the front. (Cereal) (In Miami  
herald, Miami, Fla., July 12,  
1953, comic section) Appl. au-  
thor: Young & Rubicam, Inc.

© 12Jul53; KK92962.

GENERAL FOODS CORPORATION ©.

Free of extra cost, full-size package of amazing new Weather-Pruf brand salt. Adv. from Tampa morning tribune, Tampa, Fla., Apr. 3, 1952, p. 18. Appl. author: Benton & Bowles, inc. © 3Apr52; KK72619.

GENERAL FOODS CORPORATION ©.

Free, the new handy mixer for Birds  
Eye orange juice. (Frozen foods)  
Adv. from Philadelphia bulletin,  
Sept. 26, 1951. Appl. author:  
Young & Rubicam, inc. © 26Sep51;  
KK74640.

GENERAL FOODS CORPORATION ©.

From Birds Eye strawberries to  
luscious jam in 15 minutes with  
Certo. [From the Providence  
Journal, Apr. 20, 1951, p. 10]  
(Pectin and frozen strawberries)  
Sheet. © 20Apr51; KK61180.

MAY 16 1951

GENERAL FOODS CORPORATION ©.

From first, to last it pays to nourish  
every inch of your dog with Gaines! ✓

(Dog food) Sheet. © 6Jan50;

KK47204.

MAR 31 1950

GENERAL FOODS CORPORATION ©.

From Grandma Snider's cookbook.

(Snider's chili sauce, cocktail  
sauce and catsup) Clipping.

© 6Mar49; KK35682.

**GENERAL FOODS CORPORATION. ©**

From the makers of famous Birds Eye  
chicken pie, new Birds Eye beef  
pie. (Frozen foods) (In Phila-  
delphia bulletin, Jan. 28, 1954,  
p. 27) Appl. author: Young &  
Rubicam, inc. © 28Jan54; KK96031.

GENERAL FOODS CORPORATION ©.

From the makers of famous Birds Eye  
chicken pie. New Birds Eye beef  
pie. (Frozen foods) From Detroit  
news, Nov. 11, 1953. Appl. author:  
Young & Rubicam, inc. © 11Nov53;  
KK92007.

GENERAL FOODS CORPORATION ©.

[Fussy Grandmas almost eat it with  
their eyes] (Jell-o tapioca  
puddings) Clipping. Text in  
Yiddish. © 11Nov48; KK30612.

GENERAL FOODS CORPORATION ©.

OF album of desserts. [Form 2697]

20 p., illus. © 1Sep50; AA165325.

NOV 22 1950

GENERAL FOODS CORPORATION ©.

GF album of jellied salads and  
aspics. 20 p., illus. © 15Apr51;  
AA182329.

MAY 21 1951

GENERAL FOODS CORPORATION ©.

GF retail sales manual. 1 v.

(loose-leaf) illus. © 1Jun51;

AA187661.

JUL 27 1951

GENERAL FOODS CORPORATION ©.

Gaines' big bags increased my dry  
dog food sales over 800 o/o. [From  
Chain store age, Mar. 1951, p. 59]  
Sheet. (69) © 5Mar51; KK60293.

MAY 1 - 1951

GENERAL FOODS CORPORATION ©.

Gaines gives you sole distribution of  
America's largest-selling dog food.

[From Wholesale grocer news, Dec.  
1950, p. 13] Sheet. © 15Nov50;  
KK56590.

JUN 17 1951

KK13478

General foods corp., claimant.

Gaines meal for all dogs. (Dog food)  
[New York, Printed by Union bag & paper  
co.] c1947.

paper bag, illus. 34 x 15cm.  
Label.

© General foods corp., New York;  
1Apr47; KK13478.

27Jun47 rs

GENERAL FOODS CORPORATION ©.

Gangway, new kind of corn flakes with  
the magic sugar coat. Post's Corn-  
Fetti. Adv. from Milwaukee senti-  
nel, Aug. 28, 1952, p. 12. Appl.  
author: Young & Rubicam, inc.  
© 28Aug52; KK81195.

GENERAL FOODS CORPORATION ©.

General Foods family album.

[No. 8401] 40 p., illus.

© 1Aug48; AA91175.

GENERAL FOODS CORPORATION ©

Get something special, get Birds  
Eye. (Frozen foods) Motion dis-  
play [no.] 4108. © 26Jun53;  
KK89861.

GENERAL FOODS CORPORATION ©.

Get your share of nature's bountiful  
harvest - right out of a Snider's  
bottle! (Catsup and chili sauce)  
Sheet. © 9Sep49; KK40496.

GENERAL FOODS CORPORATION ©

Gimme a chance to show you! (Dog  
food) Clipping. © 5Nov48;  
KK28868.

GENERAL FOODS CORP., New York

Gives every meal a festive touch.

(Catsup) © 12Dec47; KK18706.

GENERAL FOODS CORPORATION ©.

Glamour cookies. (Swans Down cake  
flour) Folder. (Insert no. 12,  
form 8648) © 1Dec47; KK21693.

General foods corporation, claimant.

Going great guns! Gaines is America's largest-selling dog food. (Dog food) [Williamsport, Pa., Printed by Grit pub. co.] c1947.

clipping.

Print.

Appl. author: Benton & Bowles, inc.

© General foods corp., New York;  
16Mar47; KK11457.

afp 16Apr47

GENERAL FOODS CORPORATION ©.

Going power! Going power is bred in-  
to every good dog. [From the Amer-  
ican field, Aug. 5, 1950, front  
cover p.] (Gaines dog food) Sheet.

© 25Jul50; KK52550.

SEP 1 2 1950

KK 8296

General foods corporation, claimant

Golden evenings .. memorable days ... when  
every inch of your dog is nourished by Gaines!  
(Dog food) [New York, Printed by Field & Stream  
pub. co.] c1947.

clipping.

Print.

Appl. author: Benton & Bowles, inc.

© 21Dec46; ac 5Jan47; author, New York;  
KK 8296.

lg 2-6-47

GENERAL FOODS CORPORATION ©.

Good news! Snider's canned goods come  
to Pawtucket! Clipping. © 14 Oct 48;  
KK28460.

GENERAL FOODS CORP., New York.

Grand mix-easy quick recipes for  
your Hamilton beach mixer. (Cake  
flour) - © 1Sep47; KK17625.

GENERAL FOODS CORPORATION ©.

Grandest thing that ever happened  
to fish. New Birds Eye pre-cooked  
fish sticks. (Frozen foods) From  
Boston globe, Aug. 11, 1953, p. 30.  
Appl. author: Young & Rubicam, inc.  
© 11Aug53; KK90108.

GENERAL FOODS CORPORATION ©.

Grandpa Snider says: "There are pears  
and pears!" (Snider's pear halves)

Clipping. © 31Mar49; KK34803.

GENERAL FOODS CORPORATION ©.

Grocers miss \$44,000,000 yearly in  
dog food sales! Gaines. [From  
Chain store age, Sept. 1950, p. 121]  
Sheets. (GD-49B) © 1Sep50;  
KK54060.

007 1 6 1950

GENERAL FOODS CORPORATION ©.

Grocers miss \$44,000,000 yearly in  
dog food sales. Gaines. [From  
Grocer graphic, Aug. 29, 1950,  
p. 14-15] Sheet. (GD-5731)  
© 29Aug50; KK53091.

OCT 2 - 1950

GENERAL FOODS CORPORATION C.

Grocers miss \$44,000,000 yearly in  
dog food sales. Gaines. [From  
Progressive grocer, Sept. 1950,  
p. 158-159] Sheets. (GD-49C)  
© 6Sep50; KK54055.

OCT 16 1950

GENERAL FOODS CORPORATION ©.

"The guessing's gone!" (Cake flour)

Folder. (9962) © 1Feb49; KK34354.

GENERAL FOODS CORPORATION ©

A guide to good food. Folder.

(9325) © 1Nov48; KK29370.

GENERAL FOODS CORPORATION ©.

Have you tried the new and better  
Gaines meal? [From Kennel review,  
Apr. 1951, p. 9] (Dog food)  
Sheet. © 26Mar51; KK62721.

JUN 29 1951

GENERAL FOODS CORPORATION ©.

Heap good corn flakes. Post Toasties.

[From Kenosha evening news, Oct.

26, 1950, p. 28] Sheet. © 26Oct50;

KK55459.

NOV 27 1950

GENERAL Foods Corporation. Hagadah,  
Passover Seder service. AA111650.  
SEE Jacobs (Joseph) Jewish Market  
Organization.

KK12313

General foods corp., claimant.

Happy days ... (fox food) [New York,  
Printed by Field & Stream pub. co.] cl947  
clipping.

Print.

Appl. author: Pent n & Cowles, inc.

© General foods corp., New York;

24Apr47; KK12313.

14May47 rs

GENERAL FOODS CORPORATION ©

Heap good corn flakes. Post Toasties.  
[Small illus. of Indians; large box  
Post Toasties; boy eating corn  
flakes. From Puck, the comic week-  
ly, Jan. 21, 1951, p. 7, sec. II]  
Sheet. © 21Jan51; KK59226.

MAR 26 1951

GENERAL FOODS CORPORATION ©.

Heap good corn flakes. Post Toasties.

[Small illustrations with Indians,  
corn flakes, etc. From the Dayton  
daily news, Dayton, Ohio, Mar. 11,  
1951, p. 5, comic section] Sheet.

© 11Mar51; KK60308.

1951

GENERAL FOODS CORPORATION ©.

The heart of balanced feeding ... but  
a mixture carefully and scientific-  
ally formulated. (Dog food) Clip-  
ping. © 1Dec48; KK30824.

GENERAL FOODS CORPORATION ©.

The heart of balanced feeding ... it's  
a scientifically balanced mixture.

(Dog food) Clipping. © 1Dec48;

KK30823.

GENERAL FOODS CORPORATION ©.

The heart of balanced feeding... it's  
a scientifically balanced mixture.

(Dog food) Clipping. © 11Dec48;

KK30827.

GENERAL Foods Corporation ©. SEE  
Rutherford, William de J.  
Heart of the nation. K21105.

KK 8115

General foods corp., claimant.

Heel! follow up training by nourishing every inch of a dog with Gaines.

(Dog food) [Chicago, Printed by American field pub. co.] cl947.

clipping.

Print.

Appl. author: Benton & Bowles, inc.

© 27Dec46; 2c 8Jan47; author, New York; KK 8115.

pam 2-8-47

General foods corporation, claimant.

Heel! Follow up training by nourishing every  
inch of your dog with Gaines. (Dog food) [New  
York, Field & Stream pub. co.] c1947.  
clipping.

Print.

Appl. author: Benton & Bowles, inc.

© General foods corp., New York; 24Mar47;  
KK11427.

elg 4-18-47

GENERAL FOODS CORPORATION ©.

He'll more than earn his keep when  
you nourish every inch of your dog  
with Gaines! [From Country gentle-  
man, Dec. 1950, p. 37] (Dog food)  
Sheet. © 30Nov50; KK57331.

FEB 1 - 1951

GENERAL FOODS CORPORATION ©.

He'll pay you back with interest, if  
you nourish every inch of your dog  
with Gaines! [From Farm Journal,  
July 1950, p. 47] (Dog food)  
Sheet. © 25Jun50; KK51610.

AMS - 8 1950

GENERAL FOODS CORPORATION ©.

He'll pay you back with interest.

Gaines. [From Country gentleman,

Aug. 1950, p. 45] (Dog food)

Sheet. (GD-22) © 1Aug50; KK54056.

OCT 16 1950

GENERAL FOODS CORPORATION ©.

He'll show you ... (Dog food)

Clipping. © 8Feb49; KK33263.

GENERAL FOODS CORPORATION ©.

Here's how you can double your dry  
dog food sales with the help of  
Gaines. [From Food topics, Feb. 5,  
1951, p. 43] Sheet. (67A)  
© 5Feb51; KK59374.

MAR 26 1951

GENERAL FOODS CORPORATION ©.

Here's how you can double your dry  
dog food sales with the help of  
Gaines. [From Super market  
merchandising, Feb. 1951, p. 173]  
Sheet. (67) © 10Feb51; KK59375.

MAR 26 1951

GENERAL FOODS CORPORATION ©.

Hey, boss! Gaines Meal now comes in  
crunchy little granules. And you  
can tell they're better. [From  
Air force times, Jan. 16, 1951,  
p. 13] (Dog food) Sheet. (766E)  
© 30Jan51; KK61102.

MAY 14 1951

GENERAL FOODS CORPORATION ©.

Hey, boss! Gaines Meal now comes in  
crunchy little granules. Here is a  
dog food discovery. [From Air  
force times, Jan. 16, 1951, p. 13]  
(Dog food) Sheet. (775E)

© 16Jan51; KK61101.

MAY 14 1951

GENERAL FOODS CORPORATION ©.

'Hitting 'em hard.' (Dog food) Sheet.

© 24Dec49; KK47553.

APR 12 1980

GENERAL FOODS CORPORATION ©.

Hitting 'em hard! Nutrition can make  
a big difference, you know, and you  
can count on Gaines for all the  
nutritional elements essential to  
alertness ... (Dog food) Sheet.

© 11Nov49; KK42928.

GENERAL FOODS CORP. ©, New York.

Holiday cakes they'll talk about  
for years. Form 8832. 15 p.,  
illus. © 10ct47; AA70303.

GENERAL FOODS CORPORATION ©.

Honest Injun. Heap good corn flakes.  
Post Toasties. [From Dayton daily  
news, Feb. 18, 1951, comic sec-  
tion, p. 4] Sheet. © 18Feb51;  
KK58965.

MAR 16 1951

GENERAL FOODS CORPORATION. ©

Hot holiday party snacks all cooked  
for you. Birds Eye pre-cooked fish  
sticks. (Frozen foods) (In New  
York news, Nov. 24, 1953, p. 40)  
Appl. author: Young & Rubicam,  
inc. © 24Nov53; KK92965.

GENERAL FOODS CORPORATION ©.

Hottest news in cold cereals. Post's  
Corn-fetti. Adv. from Yankee food  
merchant, Feb. 19, 1952. Appl.  
author: Young & Rubicam, inc.  
© 19Feb52; KK74635.

General foods corporation  
House of mystery.

See

Series file in Unit A.

General foods corporation. See  
House of mystery.

GENERAL FOODS CORPORATION ©

How happy I could make you. (Dog  
food) Clipping. © 3Dec48; EK29885.

GENERAL FOODS CORPORATION ©

How much better can anything be?

Birds Eye frosted foods. Poster.

(3407) © 1Feb51; KK59898.

APR 16 1951

GENERAL FOODS CORPORATION ©.

How much can they tell you? (Dog  
food) Sheet. © 8Apr50; KK48167.

APR 28 1950

**GENERAL FOODS CORPORATION.**

**How our business system operates.**

**A leader's manual. AA156906.**

**SEE Du Pont de Nemours (E. I.)  
and Company, inc., Wilmington, Del.**

GENERAL FOODS CORPORATION ©.

How to be a cake genius with your  
Sunbeam Mixmaster. 15 p., il-  
lus. (Mixmaster booklet 1795)

© 15Nov49; AA147199.

APR 21 1950  
APR 21 1950

GENERAL FOODS CORP. ©, New York.  
How to enjoy a dog show. 11 p.,  
illus. © 1Aug47; AA62025.

GENERAL FOODS CORP. ©, New York.

How to get more out of life. The

Postum plan for better living.

Bk. 8804. 63 p., illus.

© 1Sep47; AA65712.

GENERAL FOODS CORPORATION ©.

How to make perfect tapioca pudding.

Minute tapioca. (Teacher's lesson  
plan) Folder. © 1Dec51; KK70899.

APR - 1 1952

GENERAL FOODS CORPORATION ©.

How to take out stains. (Bluing  
flakes) Folder. © 15Jun48;  
KK24642.

(9260)

GENERAL FOODS CORPORATION. SEE  
How you succeed in business. ©

GENERAL FOODS CORPORATION ©.

Husbands almost eat it with their  
eyes. (Jello pudding) Clipping.

© 2700t48; KK29505.

GENERAL FOODS CORPORATION ©.

I could guzzle a gallon of this  
orange juice! Birds Eye con-  
centrated orange juice. Adv.  
from Chicago daily tribune,  
Apr. 16, 1952, p. 4. Appl.  
author: Young & Rubicam, inc.  
© 16Apr52; KK76644.

GENERAL FOODS CORPORATION ©.

I promise to please you..if you nourish every inch of me..with GAINES.

(Dog food) Sheet. © 9 July 49;

KK38357.

GENERAL FOODS CORPORATION ©.

I spy Birds Eye, the better buy.  
(Frosted foods) Poster. (3299)

© 15Dec50; KK57315.

FEB 1 - 1951

GENERAL FOODS CORP., New York.

If you knew what I know. (Dog  
food) © 31oct47; KK17357.

KK 7593

General foods corporation, claimant.

If you really want to perk up baked  
beans. (Catsup) [Chicago, Printed by  
Time, inc.] c1946.

clipping.

Print.

Appl. author: Benton & Bowles, inc.

© 11-15-46; 2 c 11-30-46; New York;

KK 7593.

dac 1-23-47

GENERAL FOODS CORPORATION ©.

In breeding, in feeding standards  
change! (Dog food) Sheet.

© 1Jan48; KK19579.

GENERAL FOODS CORPORATION ©.

In Kankakee, America's most modern  
dog food plant. (Gaines dog food)  
Clipping. © 17Mar49; KK34839.

GENERAL FOODS CORPORATION C.

Isn't that the new Gaines meal?

(Dog food) Clipping. C 9Jul48;

KK25068.

GENERAL FOODS CORP., New York.

It's a lucky day. (Dog Food)

Clipping. © 24 July 7; KKI 5465.

GENERAL FOODS CORPORATION ©.

It's care that counts. Gaines dog  
foods. [From American field,

Feb. 3, 1951, p. 141] Sheet.

© 30Jan51; KK58685.

MAR 12 1951

GENERAL FOODS CORPORATION.

It's dessert time! 5555. Appl.  
title: Jell-O fact book, it's  
dessert time. © General Foods  
Corp.; 28Apr53; A98162.

P

GENERAL FOODS CORPORATION ©.

It's here. The world's first truly  
free-pouring salt. Diamond crystal  
new Weather-Pruf salt. Adv. from  
Orlando evening star, Orlando, Fla.,  
Apr. 10, 1952, p. 6. Appl. author:  
Benton & Bowles, Inc. © 10Apr52;  
KK72386.

GENERAL FOODS CORPORATION ©.

It's new, it's here. The greatest cereal on earth, new Sugar Krinkles. It's the sugar rice treat ... cColor clowns, Jack and Snack; free offer of Reed's Paloop lollipops; Adv. from Chicago daily tribune, Apr. 15, 1953, p. 12. Appl. author: Foote, Cone and Belding. © 15Apr53; KK84467.

**GENERAL FOODS CORPORATION ©**

**It's new, new, new. Sugar-coated for  
you. Post's Krinkles. [Clown, wo-  
man and boy eating Krinkles. From  
the Post-standard, Syracuse, N. Y.,  
Jan. 7, 1951, comic sect.] (Break-  
fast cereal) Sheet. © 7Jan51;  
KK57585.**

FEB 1 - 1951

GENERAL FOODS CORPORATION C.

It's the lucky dog. (Dog food)

Sheet. 7May48; KK23188.

GENERAL FOODS CORPORATION ©.

It's the lucky dog who gets the new  
Gaines with viactron? (Dog food)  
Clipping. © 4Apr48; KK21927.

GENERAL FOODS CORPORATION ©.

It's the new Gaines. (Dog food)

Sheet. © 16Jan48; KK19577.

GENERAL FOODS CORPORATION ©.

It's yours! (Dog food) Clipping.

© 9Apr48; KK21925.

GENERAL FOODS CORPORATION ©.

Jam session. Certo and Sure-Jell.

(Teacher's guide to slide film)

Folder. © 1Feb52; KK70901.

APR - 1 1952

GENERAL FOODS CORPORATION ©.

Jam session. A 60-frame color slide  
film which shows how to make  
perfect jellies and jams by  
today's time-saving success methods.  
(Pectins) Folder. © 1Feb52;  
KK70732.

MAR 17 1952

GENERAL FOODS CORPORATION ©

Jellied delights. (Inst. Jell-O)

Folder. (9479-C) © 15Jul48;

KK26972.

GENERAL FOODS CORPORATION. ©

Join the Birds Eye 2 label club.

(Frozen foods) (In the Sun, Baltimore, July 11, 1954, p. 6)

Appl. author: Young & Rubicam, inc. © 11Jul54; KK99985.

GENERAL FOODS CORPORATION. ©

Join the party. 25th anniversary  
sale, celebrate with Birds Eye.  
(Frozen foods) (In the San Fran-  
cisco news, May 5, 1954, p. 23)  
Appl. author: Young & Rubicam,  
inc. © 5May54; KK100588.

GENERAL FOODS CORPORATION ©.

Jolly new cereal with magic sugar  
coat. Post's Corn-fetti. Adv.  
from Columbus dispatch, Columbus,  
Ohio, May 11, 1952. Appl. author:  
Young & Rubicam, inc. © 11May52;  
KK76572.

GENERAL FOODS CORPORATION ©.

Jolly new cereal with magic sugar  
coat. Post's Corn-fetti. Adv.

from Mansfield news-journal,  
Mansfield, Ohio, Feb. 12, 1952.

Appl. author: Young & Rubicam, Inc.

© 12Feb52; KK74631.

GENERAL FOODS CORPORATION ©.

Jolly new cereal with magic sugar  
coat. Post's Corn-fetti. Adv.  
from Mansfield news-journal,  
Mansfield, Ohio, Jan. 31, 1952.  
Appl. author: Young & Rubicam,  
inc. © 31Jan52; KK74634.

GENERAL FOODS CORPORATION ©.

Jolly new cereal with magic sugar  
coat. Post's Corn-fetti. Adv. from  
Columbus dispatch, Columbus, Ohio,  
June 8, 1952. Appl. author: Young  
& Rubicam, inc. © 8Jun52; KK77571.

GENERAL FOODS CORPORATION ©.

Jolly new cereal with magic sugar  
coat. Post's Corn-fetti. Adv.  
from Columbus dispatch, Columbus,  
Ohio, June 29, 1952. Appl. author:  
Young & Rubicam, inc. © 29Jun52;  
KK77570.

GENERAL FOODS CORPORATION.

José se anota un batazo con  
Kool-Aid. (Produced by Vic  
Herman Studio Productions)  
© General Foods Corp.; 1Jun53;  
A121801.

GENERAL FOODS CORPORATION ©.

Kernel-fresh blanched Virginia peanuts. Net wt. 7 oz. Label.

© 29Sep52; KK79419.

GENERAL FOODS CORPORATION ©.

[Kids almost eat it with their eyes.

Boy] (Jell-o tapioca pudding)

Clipping. Text in Yiddish.

© 2Nov48; KK30614.

GENERAL FOODS CORPORATION ©.

[Kids almost eat it with their eyes.

Girl] (Jell-o pudding) Clipping.

Text in Yiddish. © 16Nov48;

KK30613.

GENERAL FOODS CORPORATION ©.

Kids go for this jolly new cereal.

Corn-Fetti. 24-sheet poster.

© 1Apr52; KK74269.

GENERAL FOODS CORPORATION ©.

Kids go for this jolly new cereal.

Pest's Corn-Fetti. 24-sheet poster.  
© 1Apr52; KK72547.

KK 4077

General foods corp., claimant.

Kitchen-garden freshness. (Catsup)  
[Chicago, Printed by Time, inc.] c1946.  
clipping.

Print.

Appl. author: Benton & Bowles, inc.

© 5-24-46; 2 c 6-14-46; New York;

KK 4077.

cf 7-21-46

GENERAL FOODS CORPORATION ©.

Krinkles. New sugar-coated cereal.

Post's. [Girl eating Krinkles]

Sheet from the South Bend tribune,

July 8, 1951, comic section.

© 8Jul51; KK64337.

AUG 24 1951

GENERAL FOODS CORPORATION ©.

Krinkles are new. Mmm, sugar-coated.

Post's Krinkles, new rice cereal  
sensation. [From Buffalo courier  
express, Jan. 28, 1951, p. 4, comic  
sect.] Sheet. © 28Jan51; KK58494.

FEB 27 1951

GENERAL FOODS CORPORATION ©.

Krinkles are new! Sugar-coated, too!  
Post's Krinkles. [Boy and girl  
eating Krinkles, Krinkles clown,  
box Krinkles. From Peoria Journal  
star, Peoria, Ill., June 3, 1951,  
p. 5] (Breakfast cereal) Sheet.  
© 3Jun51; KK63026.

JUL 1 8 1951

GENERAL FOODS CORP., New York.

Leading to results. (Dog food)

Clipping. © 24Aug47; KK15801.

GENERAL FOODS CORPORATION ©.

Leap to action. One word, and he  
streaks from your side without a  
question ... Gaines dog foods.

[From Outdoor life, Oct. 1949, p.  
121] Sheet. (GD-46) © 10Oct49;  
KK51633.

1949 17 1820

General foods corporation.

Learn to bake--you'll love it!

[New York] c1947.

80 p. illus. (part col.) 22cm.

© General foods corp., New York;  
1Jun47; AA541114.

vf 16Jun47

GENERAL FOODS CORPORATION ©

Lemon favorites. (Inst. Jell-O) Fold-  
er. (9479-D) © 15Jul48; KK26973.

GENERAL FOODS CORPORATION ©.

Let's talk about dogs, by Elias Vail.

[From American kennel gazette,  
Apr. 1951, second cover] (Dog food)  
Sheet. © 15Mar51; KK60872.

MAY 10 1951

GENERAL FOODS CORPORATION ©.

Let's talk about dogs, by Elias Vail.

Gaines dog foods. [From Field &  
stream, Apr. 1951, p. 114] Sheet.

© 23Mar51; KK61121.

MAY 14 1951

GENERAL FOODS CORPORATION ©.

Let's talk about dogs, by Elias

Vail. Gaines dog foods. [From  
Field & stream, May 1951, p. 135]  
Sheet. © 24Apr51; KK61963.

MAY 31 1951

GENERAL FOODS CORPORATION ©

Let's talk about dogs, by Elias Vail.

Gaines dog foods. Sheet from Hounds  
and hunting, Apr. 1951, p. 21.

© 3Apr51; KK63393.

24 1951

GENERAL FOODS CORPORATION ©.

Let's talk about dogs, by Henry  
Gaines. Gaines dog foods.

[From Country gentleman, May 1951,  
p. 6] Sheet. © 30Apr51; KK61962.

MAY 31 1951

GENERAL FOODS CORPORATION ©.

Let's talk about dogs, by Henry  
Gaines. Gaines dog foods. [From  
Farm Journal, May 1951, p. 25]  
Sheet. © 25Apr51; KK61964.

MAY 31 1951

GENERAL FOODS CORPORATION ©

Let's talk about your job. [Form  
9796] Kankakee, Ill., Corn Mill &  
Gaines Divisions, General Foods  
Corp. 36 p., illus. © 1 May 49;  
AA121036.

GENERAL FOODS CORPORATION ©.

Let's talk about dogs. [From Country  
gentleman, Apr. 1951, p. 6] (Dog  
food) Sheet. © 23Mar51; KK60875.

MAY 10 1951

GENERAL FOODS CORPORATION ©.

Let's talk about dogs. [From Farm  
Journal, Apr. 1951, p. 26] (Dog  
food) Sheet. © 23Mar51; KK60873.

MAY 10 1951

GENERAL FOODS CORPORATION ©.

Let's talk about dogs. Gaines dog  
foods. Sheet.

... by Henry Gaines. [From Ameri-  
can magazine, Apr. 1951, p. 12]

© 28Mar51; KK61544.

MAY 18 1951

GENERAL FOODS CORPORATION ©.

Let's talk about dogs. Gaines dog  
foods. Sheet.

... by Elias Vail. [From Dog news,  
Apr. 1951, p. 71] © 31Mar51;  
KK61543.

MAY 18 1951

GENERAL FOODS CORPORATION ©.

Let's talk about your job, Max-  
well House Division, General Foods  
Corporation. 48 p., illus.

© 1Jan48; AA74578.

GENERAL FOODS CORPORATION ©.

Life can be so wonderful for him.

Gaines dog foods. [From Grit,

Jan. 14, 1951, p. 3] Sheet.

© 13Jan51; KK57518.

FEB 1 - 1951

GENERAL FOODS CORPORATION ©.

Life can be so wonderful for him if  
you nourish every inch of him with  
Gaines! [From Pathfinder, Jan. 10,  
1951, p. 35] (Dog food) Sheet.

© 5Jan51; KK57516.

FEB 1 - 1951

GENERAL FOODS CORPORATION ©.

Life can be so wonderful for them.

Gaines. [From Life, Jan. 8, 1951,  
p. 85] (Dog food) Sheet. (60)

© 5Jan51; KK57398.

FEB 1 - 1951

**GENERAL FOODS CORPORATION ©.**

Like to add a touch of glamour to  
dinner tonight? Jell-O. Adv. from  
Good housekeeping, Oct. 1952, p.  
172. Appl. author: Young & Rubicam,  
inc. © 20Sep52; KK81493.

GENERAL FOODS CORPORATION ©.

Look, genuine Roy Rogers junior  
trick lasso. Post's Grape-Nuts  
flakes. From Roy Rogers, June  
1953, p. 4 of cover. Appl.  
author: Young & Rubicam, inc.

© 20Apr53; KK90149.

GENERAL FOODS CORP., New York.

Look! See for yourself the re-  
wards for nourishing every inch  
of your dog! (Dog food) Clip-  
ping. 30 Oct 47; KK16546.

GENERAL FOODS CORPORATION ©.

Looking for a fancy dish you can make  
today, serve tomorrow. Jell-O. Adv.  
from McCall's, Oct. 1952, p. 92.

Appl. author: Young & Rubicam, Inc.

© 24Sep52; KK81491.

GENERAL FOODS CORPORATION ©

Looking for expert results? Let  
Gaines provide expert nourishment  
for every inch of your dog. (Dog  
food) Sheet. © 24Apr50; KK50764.

JUL 14 1950

GENERAL FOODS CORPORATION ©.

Looking for expert results? Let

Gaines provide expert nourishment  
for every inch of your dog. [From  
Sports afield hunting annual, 1950-  
51 ed., p. 91] Sheet. © 15Sep50;  
KK56736.

JAN 22 1951

GENERAL FOODS CORPORATION ©.

Love brownies? Eat your brownies and  
learn to bake them too ... Baker's  
chocolate. Folder. © 19Sep52;  
KK79566.

GENERAL FOODS CORPORATION ©.

Love brownies? Everything chocolate  
tastes best when it's Baker's.  
Sheet. © 22Oct52; KK81181.

GENERAL FOODS CORPORATION ©.

Low price bargains now on Birds Eye  
vegetable combinations-in-a-box.

(Frozen foods) Adv. from New York  
news, July 10, 1952, p. 44. Appl.  
author: Young & Rubicam, inc.

© 10Jul52; KK81204.

GENERAL FOODS CORP., New York.

Lucky fellow hot breads. (Cake  
flour) © 10ct47; KK17624.

GENERAL FOODS CORPORATION ©.

Luscious new frostings. Baker's chocolate. Sheet. © 22Oct52; KK81182.

GENERAL FOODS CORP., New York.

Magic touch for a beef stew.

(Chili sauce) © 14 Nov 47;

KK17891.

**GENERAL FOODS CORPORATION.**

**Making your sales meetings productive. A83491. SEE General Foods Corporation. GF Sales Division.**

GENERAL FOODS CORPORATION ©.

Man-dazzlin beauties - coconut dream  
cakes! (Cake flour & coconut)

Clipping. © 1Aug48; KK26388.

GENERAL FOODS CORPORATION ©.

Man! I really get a charge out  
of this orange juice! Birds Eye  
concentrated orange juice.

Adv. from Daily news, New York,  
Apr. 24, 1952, p. 64. Appl.

author: Young & Rubicam, inc.

© 24Apr52; KK76643.

GENERAL FOODS CORP.

SEE

MANPOWER MANAGEMENT.

GENERAL FOODS CORPORATION ©

Many happy returns! The birds in hand  
are the ones that count. (Dog food)

Clipping. © 24 Dec 48 (in notice:  
1949); KK31806.

GENERAL FOODS CORPORATION ©.

Men love it! Thick juicy steak.

(Catsup) Sheet. © 16 Jan 48;

KK19578.

GENERAL FOODS CORPORATION ©.

Miracles with minute tapioca.

[Form 9198] 22 p., illus.

© 15Sep48; AA94396.

Booklet of recipes.

GENERAL FOODS CORPORATION ©.

Modern rice, an exciting discovery.

Minute rice. (Teachers' lesson  
plan) Folder. © 1Dec51; KK70900.

APR - 1 1952

GENERAL FOODS CORPORATION ©.

Mom calls this her yummy 1-2-3  
dinner. Birds Eye frosted foods.  
Adv. from Life, May 12, 1952.  
Appl. author: Young & Rubicam,  
inc. © 9May52; KK76578.

GENERAL FOODS CORPORATION ©.

Mom says it's the work-free wonder  
vegetable. Birds Eye chopped  
spinach. Adv. from the American  
weekly, Apr. 6, 1952, p. 18. Appl.  
author: Young & Rubicam, inc.

© 6Apr52; KK76666.

GENERAL FOODS CORPORATION ©.

'The more he's on the go - the more it  
pays to nourish every inch of your  
dog with Gaines!~ (Dog food) Sheet.

© 25Feb50; KK47554.

APR 1 2 1950

GENERAL FOODS CORPORATION ©.

The more he's on the go - the more  
it pays to nourish every inch of  
your dog with Gaines. Sheet.

© 24Mar50; KK47948.

APR 1 9 1950

GENERAL FOODS CORPORATION ©.

The more he's on the go, the more it  
pays to nourish every inch of your  
dog with Gaines! [From Sports  
afield, July 1950, p. 105] (Dog  
food) Sheet. © 24 Jun 50; KK51612.

AUG - 3 1950

GENERAL FOODS CORPORATION ©.

More lovable, more full of life and  
health. Gaines meal. [From Life,  
Mar. 12, 1951, p. 60] (Dog food)  
Sheet. (66) © 9Mar51; KK59635.

APR 2 - 1951

**GENERAL FOODS CORPORATION ©.**

**More than a vegetable, a real treat.**

**New Birds Eye french fried egg-  
plant. (Frozen foods) Adv. from  
Springfield union, Springfield,  
Mass., Nov. 25, 1952, p. 16.**

**Appl. author: Young and Rubicam,  
inc. © 25Nov52; KK84475.**

GENERAL FOODS CORPORATION ©.

The mutiny that failed. Post's new  
improved Corn-fetti. From Minne-  
apolis tribune, Apr. 5, 1953.

Appl. author: Young & Rubicam, inc.

© 5Apr53; KK89197.

GENERAL FOODS CORPORATION.

My puddings. 11 p. illus.

© General Foods Corp.; 14Oct52;

AA228207.

GENERAL FOODS CORPORATION.

New abo's of fruit pies.

Folder. illus. © General  
Foods Corp.; 7Oct52; AA225507.

GENERAL FOODS CORPORATION ©.

New. Amazing. The world's first truly  
free-pouring salt. Weather-pruf.

Adv. from Orlando evening star,  
Orlando, Fla., June 26, 1952, p. 8.

Appl. author: Benton & Bowles, inc.

© 26Jun52; KK76147.

GENERAL FOODS CORPORATION. ©

New Birds Eye beef pie. Hearty, ho-  
man chunks of tender beef. (Fro-  
zen foods) (In the Detroit news,  
Dec. 2, 1953, p. 57) Appl. au-  
thor: Young & Rubicam, inc.

© 2Dec53; KK94434.

GENERAL FOODS CORPORATION ©.

New Birds Eye dinner-in-a-bag. Birds  
Eye fish sticks, french style green  
beans, french fried potatoes.

(Frozen foods) Adv. from Erie  
times, Erie, Pa., Nov. 5, 1952.

Appl. author: Young and Rubicam,  
inc. © 5Nov52; KK84473.

GENERAL FOODS CORPORATION ©.

New Birds Eye french fried eggplant.

(Frozen foods) Adv. from Erie  
times, Erie, Pa., Nov. 13, 1952,  
p. 20. Appl. author: Young and  
Rubican, Inc. © 13Nov52; KK84476.

GENERAL FOODS CORPORATION ©.

New, brand new cereal with a brand  
new taste. Post's Corn-fetti.

Adv. from Dayton news, Dayton,  
Ohio, Jan. 24, 1952, p. 39. Appl.  
author; Young & Rubicam, inc.

© 24Jan52; KK74628.

General Foods Corporation.

**GORE, GRANT P.**

The new concept in wholesaler-retailer teamwork, by Grant Gore for the Committee on Modern Food Distribution. [New York? General Foods Sales Division] 59 p. © General Foods Corp.; 15Mar51; AA178267.

- I. Committee on Modern Food Distribution.
- II. General Foods Corporation.

Library of Congress  
Copyright Office

MAY 8 - 1951  
egm/r

GENERAL FOODS CORPORATION ©

New crunch-type Gaines meal ...

(Dog food) Sheet from Syracuse  
herald journal, Syracuse, N. Y.,  
May 28, 1951, p. 8. © 28May51;  
KK63611.

AUG 1 1951

GENERAL FOODS CORPORATION C.

New crunch-type Gaines meal gives new  
life to dogs' appetites. [From  
Syracuse herald-journal, Syracuse,  
N. Y., Apr. 10, 1951, p. 12] Sheet.

© 10Apr51; KK60970.

MAY 11 1951

GENERAL FOODS CORPORATION ©.

New crunch-type Gaines meal gives new  
life to dogs! appetites! [From  
Syracuse herald journal, Apr. 17,  
1951, p. 19] (Dog food) Sheet.  
© 17Apr51; KK60952.

MAY 11 1951

GENERAL FOODS CORPORATION ©.

New crunch-type Gaines meal gives  
new life to dog's appetites.

[From Syracuse herald-journal,  
Syracuse, N. Y., May 1, 1951,  
p. 11] Sheet. © 1May51; KK61618.

MAY 18 1951

GENERAL FOODS CORPORATION ©

New dessert ideas. (Jell-O) Folder.

(9479-A) © 15Jul48; KK26974.

GENERAL FOODS CORPORATION ©.

New, different breakfast cereal.

Post's Corn-fetti. Adv. from  
Mansfield news-journal, Mansfield,  
Ohio, Mar. 17, 1952. Appl. author:  
Young & Rubicam, inc. © 17Mar52;  
KK74630.

GENERAL FOODS CORPORATION ©.

New discovery. Post's Corn-fetti.

(Cereal) From Life, July 13, 1953.

p. 130. Appl. author: Young &

Rubicam, inc. 10Jul53; KK90095.

GENERAL FOODS CORPORATION ©.

New easier to chew. Grape-Nuts.

(Hippo. Cereal) 24-sheet poster.

© 20May52; KK75535.

GENERAL FOODS CORPORATION ©.

New exciting taste-thriller all cooked  
for you. Birds Eye frosted foods  
fish sticks. Adv. from Erie, Pa.,  
times, June 19, 1952, p. 26. Appl.  
author: Young & Rubicam, inc.  
© 19Jun52; KK77576.

GENERAL FOODS CORPORATION ©.

New exciting taste-thriller all cooked for you. New Birds Eye pre-cooked fish sticks. (Frozen foods)

From Daily news, New York, Oct. 12, 1953, p. 33. Appl. author: Young & Rubicam, inc. © 12Oct53; KK92008.

GENERAL FOODS CORPORATION ©.

New exciting taste-thriller all  
cooked for you. Now pre-cooked fish  
sticks. Birds Eye frosted foods.

Adv. from Erie times, Erie Pa.

June 5, 1952. Appl. author: Young  
& Rubicam, inc. © 5Jun52; KK76576.

GENERAL FOODS CORPORATION ©

New Krinkles candy-kissed rice, it's twice as nice. [Lady and boy, cartoon character and box of Krinkles] (Cereal) Sheet from Sunday journal and star, Lincoln, Neb., comic section. © 24Jun51; KK63332.

AUG 17 1951

GENERAL FOODS CORPORATION ©.

New life for dogs' appetites.

[From Western life, Apr. 19, 1951,

p. 51 (Dog food) Sheet.

© 4Apr51; KK60715.

MAY 1 - 1951

GENERAL FOODS CORPORATION ©.

New low prices on the most delicious  
green beans you ever tasted. Birds  
Eye. (Frozen foods) Adv. from  
the Grand Rapids press, June 19,  
1952, p. 29. Appl. author: Young &  
Rubicam, Inc. © 19Jun52; KK77572.

KK13476

General foods corp., claimant.

New "mix-easy" cakes. (Cake flour)  
[Chicago, Printed by Marshall-White press,  
c1947]

folder, illus. 6 x 9cm (Form 8041)  
Print.

© General foods corp., New York;  
15Feb47; KK13476.

25Jun47 rs

GENERAL FOODS CORPORATION ©.

New, money-saving, delicious, Birds  
Eye chicken pie. Adv. from New  
York Journal American, Oct. 15,  
1952, p. 34. Appl. author: Young &  
Rubicam, inc. © 15Oct52; KK81484.

GENERAL FOODS CORPORATION ©.

New! New! Candy-kissed rice cereal;  
Post's Krinkles. [From the Post-  
standard, New York, Oct. 27, 1950,  
p. 18] Sheet. © 27Oct50; KK55645.

NOV 29 1950

GENERAL FOODS CORPORATION ©.

Now! Now! Candy-kissed rice cereal:  
Post's Krinkles. [From Utica ob-  
server-dispatch, Oct. 26, 1950, p.  
20] Sheet. © 26Oct50; KK55644.

NOV 29 1950

GENERAL FOODS CORPORATION ©.

New! New! It's sugar-coated! Krinkles.

[From the Philadelphia inquirer,

Nov. 26, 1950, p. 2, comic section]

(Cereal) Sheet. @ 26Nov50;

KK56318.

DEC 18 1950

GENERAL FOODS CORPORATION ©:

~~New~~, new, Post's Sugar Krinkles.

It's the greatest cereal on earth.

(Jack and Snack, clowns) Adv.

from Daily mirror, Apr. 30, 1953,

p. 37. Appl. author: Foote, Cone

& Belding. © 30Apr53; KK86206.

GENERAL FOODS CORPORATION ©.

New! New! Sugar coated! Candy-kissed  
rice cereal! Krinkles. [From the  
Hartford courant, Oct. 29, 1950,  
comic section] Sheet. © 29oct50;  
KK55813.

DEC 6 1950

GENERAL FOODS CORPORATION ©.

New orange jelly made in 15 minutes  
with Birds Eye and Certo. [From  
the Evening bulletin, Providence,  
Apr. 12, 1951, p. 24] (Pectin  
and frozen orange juice) Sheet.  
© 12Apr51; KK61391.

MAY 16 1951

GENERAL FOODS CORPORATION ©.

New Post's Corn-fetti. (Cereal)

Adv. from Mansfield news-journal,  
Mansfield, Ohio, Jan. 24, 1952.

Appl. author: Young & Rubicam, inc.

© 24Jan52; KK74632.

GENERAL FOODS CORPORATION ©.

New Post's Corn-fetti. (Cereal)

Adv. from Marion star, Marion,  
Ohio, Feb. 7, 1952. Appl. author:  
Young & Rubicam, inc. © 7Feb52;  
KK74633.

GENERAL FOODS CORPORATION. ©

New Post's Corn-fetti, new kind of  
corn flakes with the magic sugar  
coat. (Cereal) (In Life, June 8,  
1953) Appl. author: Young &  
Rubicam, inc. © 4Jun53; KK99993.

**GENERAL FOODS CORPORATION ©.**

**New Post's Corn-Fetti, the different  
kind of corn flakes with the magic  
sugar coat. Adv. from the Flint  
journal, Sept. 11, 1952, p. 26.**

**Appl. author: Young & Rubicam, inc.  
© 11Sep52; KK81194.**

GENERAL FOODS CORPORATION ©.

New Post's Corn-fetti. The stolen  
treasure, a Captain Jolly adventure.  
(Cereal) From Life,  
Apr. 13, 1953, p. 49. Appl. au-  
thor: Young & Rubicam, inc.  
© 10Apr53; KK87491.

GENERAL FOODS CORPORATION. ©

New Post's Wheat Meal [cereal] enriched with calcium, and your family needs calcium for better health. (In Omaha world herald, Nov. 5, 1953, p. 28) Appl. author: Young & Rubicam, Inc.

© 5Nov53; KK94441.

GENERAL FOODS CORPORATION. ©

New Post's Wheat Meal [cereal] gives  
your family something they may  
lack. (In Capper's farmer, Dec.  
1953, p. 44) Appl. author: Young  
& Rubicam, Inc. © 12Dec53;  
KK92961.

GENERAL FOODS CORPORATION. ©

New Post's Wheat Meal [cereal] is  
enriched with calcium, the mineral  
doctors say you may lack. (In  
Farm Journal, Nov. 1953, p. 152)  
Appl. author: Young & Rubicam,  
inc. © 11Oct53; KK94440.

GENERAL FOODS CORPORATION. ©

New, pre-cooked Birds Eye chicken.  
(Frozen foods) (In Toledo blade,  
May 20, 1954, p. 29) Appl. au-  
thor: Young & Rubicam, inc.

© 20May54; KK99988.

GENERAL FOODS CORPORATION ©.

New salt discovery. Wonderful new  
Weather-Pruf salt is the world's  
first truly free-pouring salt.  
Adv. from Orlando evening star,  
Orlando, Fla., Mar. 27, 1952,  
p. 28. Appl. author: Benton &  
Bowles, inc. © 27Mar52; KK71956.

GENERAL FOODS CORPORATION ©.

New salt discovery. Wonderful new  
Weather-Pruf salt is the world's  
first truly free-pouring salt.

Adv. from Portland evening express.

Appl. author: Benton & Bowles, inc.

© 3Apr52; KK72617.

GENERAL FOODS CORPORATION ©.

New salt miracle. Amazing new  
Weather-pruf salt. Diamond Crystal.  
Sheet from the Bridgeport post,  
Bridgeport, Conn., Aug. 9, 1951,  
p. 21. © 9Aug51; KK64989.

SEP 19 1951

GENERAL FOODS CORPORATION ©.

New salt miracle. Great new Weather-  
Pruf brand salt. The world's most  
free-pouring salt. Adv. from  
State journal, Lansing, Mich.,  
Mar. 20, 1952, p. 42. Appl. au-  
thor: Benton & Bowles, inc.  
© 20Mar52; KK71825.

GENERAL FOODS CORPORATION ©.

New salt miracle. Great new Weather-  
Pruf brand salt, the world's first  
truly free-pouring salt. Adv. from  
the Minneapolis star, Apr. 3, 1952,  
p. 16. Appl. author: Benton &  
Bowles, inc. © 3Apr52; KK72622.

GENERAL FOODS CORPORATION ©.

New salt miracle. Great new Weather-  
Pruf brand salt, the world's first  
truly free-pouring salt. Adv. from  
the Pittsburgh press, Apr. 3, 1952,  
p. 34. Appl. author: Benton &  
Bowles, inc. © 3Apr52; KK72621.

GENERAL FOODS CORPORATION ©.

New salt miracle. New Diamond Crystal  
Weather-pruf salt. Sheet from the  
Bridgeport post, Bridgeport, Conn.,  
Aug. 23, 1951, p. 23. © 23Aug51;  
KK64988.

SEP 19 1951

GENERAL FOODS CORPORATION ©.

New salt miracle. New Diamond Crystal  
Weather-Pruf salt, the world's  
most free-pouring salt. Adv. from  
State journal, Lansing, Mich.,  
Mar. 13, 1952, p. 38. Appl. au-  
thor: Benton & Bowles, inc.

© 13Mar52; KK71323.

GENERAL FOODS CORPORATION ©.

New salt miracle. New diamond crystal  
Weather-Pruf salt, the world's  
first truly free-pouring salt.  
Adv. from Evening news, Harrisburg,  
Pa., Mar. 27, 1952, p. 28. Appl.  
author: Benton & Bowles, inc.  
© 27Mar52; KK71955.

**GENERAL FOODS CORPORATION ©.**

**New salt miracle. New diamond crystal  
Weather-Pruf brand salt, the world's  
first truly free-pouring salt. Adv.  
from the Atlanta Journal, Apr. 3,  
1952, p. 72. Appl. author: Benton  
& Bowles, inc. © 3Apr52; KK72618.**

GENERAL FOODS CORPORATION ©.

New salt miracle. New diamond crystal  
Weather-Pruf brand salt, the world's  
first truly free-pouring salt.

Adv. from World-telegram and sun,  
Apr. 3, 1952, p. 17. Appl. author:  
Benton & Bowles, inc. © 3Apr52;  
KK72620.

**GENERAL FOODS CORPORATION ©.**

**New. Timesaving, better-eating mash-  
ed potatoes. Birds Eye whipped  
potatoes. (Frozen foods) Adv.  
from Philadelphia, Pa. bulletin,  
Dec. 11, 1952, p. 44. Appl. author:  
Young and Rubicam, inc. © 11Dec52;  
KK83598.**

GENERAL FOODS CORPORATION ©.

New, wonder vegetable. Birds Eye  
french fried eggplant. (Frozen  
foods) Adv. from Springfield  
union, Springfield, Mass., Dec.  
5, 1952, p. 18. Appl. author:  
Young & Rubicam, inc. © 5Dec52;  
KK86647.

GENERAL FOODS CORPORATION ©.

New wonder vegetable Birds Eye french  
fried eggplant. (Frozen foods)  
Adv. from Springfield union, Spring-  
field, Mass., Dec. 11, 1952, p. 6.  
Appl. author: Young and Rubicam,  
inc. © 11Dec52 (in notice: 1953);  
KK84474.

GENERAL FOODS CORPORATION ©.

9 easy recipes for delicious homemade  
candy. [Dot chocolate package in-  
sert] Folder. (2349) © 25Mar50;  
KK48467.

MAY - 1 1950

GENERAL FOODS CORPORATION ©.

19 wonderful coffee recipes.

Folder, illus. © 1Feb51; AA176617.

MAR 27 1951

General foods corp., claimant.

No! (Dog food) [New York, Printed by Field  
& Stream pub. co.] cl947.  
clipping.

Print.

Appl. author: Benton & Bowles, inc.

© General foods corp., New York; 24Feb47;  
KQ1136.

elg 4-8-47

GENERAL FOODS CORPORATION ©.

No other tea like new Ridgways! (Tea  
bags) Clipping. © 1Feb49; KK32597.

**GENERAL FOODS CORPORATION ©.**

**None quicker, none better, Birds Eye  
summer fixings. Birds Eye frosted  
foods. Adv. from Western family,  
July 10, 1952, p. 6. Appl. author:  
Young & Rubicam, Inc. © 10Jul52;  
KK81203.**

GENERAL FOODS CORPORATION ©.

Now at new low price Birds Eye  
broccoli spears. (Frozen foods)  
Adv. from the Boston globe, June  
12, 1952, p. 22. Appl. author:  
Young & Rubicam, Inc. © 12Jun52;  
KK77568.

GENERAL FOODS CORPORATION ©.

Now at new low price Birds Eye  
broccoli spears. (Frozen foods)

Adv. from the Miami herald, June 19,  
1952, p. 12. Appl. author: Young  
& Rubicam, inc. © 19Jun52;  
KK77573.

GENERAL FOODS CORPORATION ©.

Now at new low price the most delicious lima beans and broccoli you ever ate. Birds Eye frosted foods. Adv. from San Francisco news, June 12, 1952. Appl. author: Young & Rubicam, inc.

© 12Jun52; KK77567.

**GENERAL FOODS CORPORATION ©.**

**Now at new low prices, the best Birds  
Eye bargains ever. The finest frozen  
foods ever. Adv. from Chicago  
news, July 10, 1952, p. 16. Appl.  
author: Young & Rubicam, inc.  
© 10Jul52; KK81230.**

GENERAL FOODS CORPORATION ©.

Now, Birds Eye dinner-in-a-bag. (Frozen foods) Adv. in Boston herald-traveler, Sept. 11, 1952, p. 27.

Appl. author: Young & Rubicam, inc.

© 11Sep52; KK81208.

GENERAL FOODS CORPORATION ©.

Now, Birds Eye orange juice in handy  
carry-home paks. (Frozen foods)

Adv. from the Philadelphia bulletin,  
June 10, 1952. Appl. author:  
Young & Rubicam, inc. © 10Jun52;  
KK77566.

GENERAL FOODS CORPORATION ©.

Now, Birds Eye orange juice in handy  
carry-home paks. (Frozen foods)

Adv. from the Evening bulletin,  
Philadelphia, June 12, 1952, p. 29.

Appl. author: Young & Rubicam, inc.

© 12Jun52; KK77577.

KK 2373

General foods corp., claimant.

Now city folks'll recognize our home-style  
catsup. (Catsup) [Chicago, Printed by Time,  
inc.] c1946.

clipping.

Print.

Application author: Benton & Bowles, inc.

© 3-29-46; 2 c 4-4-46; New York; KK 2373.

vf 5-15-46

GENERAL FOODS CORPORATION ©.

Now! Enjoy Snider's famous country  
flavor at a big saving!  
(Snider's catsup, cocktail and  
chile sauce) Clipping.

© 17Sep48; KK26945.

GENERAL FOODS CORPORATION. ©

Now, from the makers of smash-hit  
Birds Eye chicken pie, Birds Eye  
beef pie. (Frozen foods) (In  
Food merchants advocate, Feb.  
1954, p. 7) Appl. author: Young  
& Rubicam, inc. © 1Feb54;  
KK94960.

GENERAL FOODS CORPORATION ©.

Now! Guessing's gone from chiffon-  
type cake! Swans Down cake flour.  
Folder. (1906) © 2Jan50 ~~(as ap-  
plication~~ 1949); KK47078.

*(in notice:*

APR 13 1950

**GENERAL FOODS CORPORATION ©.**

**Now, prices way down on Birds Eye  
peas, chopped spinach. Adv. from  
New York world telegram & sun,  
Oct. 9, 1952, p. 22. Appl. au-  
thor: Young & Rubicam, inc.**

**© 9oct52; KK81488.**

**GENERAL FOODS CORPORATION.**

Now, two speedy-meal Birds Eye  
pies. All made for you, you just  
bake'em. Chicken pie. Beef pie.  
(Frozen foods) (In Detroit news,  
Feb. 11, 1954, p. 37) Appl. au-  
thor: Young & Rubicam, inc.

© General Foods, inc.; 11Feb54;  
KK94959.

GENERAL FOODS CORPORATION ©.

Now's the time for Ann Pillsbury's  
new holiday parfait pies, made  
with Jell-o. Adv. from Farm  
journal, Dec. 1952, p. 78-79.  
Appl. author: Young and Rubicam,  
inc. © 17Nov52; KK83607.

**GENERAL FOODS CORPORATION ©.**

**Now's the time for Ann Pillsbury's  
new holiday parfait pies. Made  
with Jell-o and Pillsbury's Best,  
the grand national flour.**

**(Jell-o) Adv. from Better living,  
Nov. 1952, p. 6-7. Appl. author:  
Young & Rubicam, inc. © 16Oct52;  
KK83005.**

GENERAL FOODS CORPORATION ©.

Now's the time for Ann Pillsbury's  
new holiday parfait pies. Made  
with Jell-o and Pillsbury's Best,  
the grand national flour.

(Jell-o) Adv. from Western fam-  
ily, Nov. 6, 1952, p. 42. Appl.  
author: Young & Rubicam, Inc.

© 6Nov52; KK83006.

GENERAL FOODS CORPORATION ©.

Now's the time for Jell-O. Adv.

from Schenectady union-star,

Schenectady, N. Y., Apr. 15, 1952,

p. 12. Appl. author: Young & Rubi-

cam, inc. © 15Apr52; KK76640.

GENERAL FOODS CORPORATION ©.

Now's the time for Jell-O. Boy-oh-  
boy, what a life. Adv. from Life,  
July 14, 1952, p. 35. Appl. au-  
thor: Young & Rubicam, inc.  
© 11Jul52; KK81228.

GENERAL FOODS CORPORATION ©.

Now's the time for Jell-O. Ever  
watch a child dig into a dish of  
Jell-O? (Frozen foods) Adv.  
from Life, May 5, 1952. Appl.  
author: Young & Rubicam, inc.  
© 2May52; KK76571.

GENERAL FOODS CORPORATION ©.

Now's the time for Jell-O; gelatin  
dessert. Adv. from Life, Mar. 24,  
1952. Appl. author: Young & Rubi-  
cam, inc. © 21Mar52; KK74636.

GENERAL FOODS CORPORATION ©.

Now's the time for Jell-O; gelatin  
dessert. Adv. from Newport news,  
Newport, R. I., Mar. 4, 1952.  
Appl. author: Young & Rubicam, inc.  
© 4Mar52; KK74637.

GENERAL FOODS CORPORATION ©.

Now's the time for Jell-o; gelatin  
dessert. Six delicious flavors.

Adv. from Life, Nov. 3, 1952.

Appl. author: Young & Rubicam, Inc.

© 31Oct52; KK83004.

GENERAL FOODS CORPORATION ©.

Now's the time for Jell-O; gelatin  
dessert. Adv. from Life, Mar. 2,  
1953, p. 33. Appl. author: Young  
& Rubicam, inc. © 27Feb53;  
KK86648.

GENERAL FOODS CORPORATION ©.

Now's the time for Jell-O. Having a  
little trouble, Mac? Adv. from This  
week, July 27, 1952, p. 30. Appl.  
author: Young & Rubicam, inc.  
© 27Jul52; KK81227.

GENERAL FOODS CORPORATION ©.

Now's the time for Jell-O. Hey,  
take it easy, Junior. Adv. from  
Western family, May 15, 1952, p.  
6. Appl. author: Young & Rubicam,  
inc. © 15May52; KK76569.

GENERAL FOODS CORPORATION ©.

Now's the time for Jell-O. It may  
be only a coincidence ...

[Baby walkings From Life, Jan.  
26, 1953, p. 67. Appl. author:  
Young and Rubicam, inc. © 23Jan53;  
KK87501.

GENERAL FOODS CORPORATION ©.

Now's the time for Jell-O. Jell-O  
is a budget-blessing these days.  
(Frozen foods) Adv. from Life,  
May 19, 1952. Appl. author:  
Young & Rubicam, inc. © 16May52;  
KK76570.

GENERAL FOODS CORPORATION. ©

Now's the time for Jell-O. Jell-O  
is delicious. (In Parade (Press-  
telegram, Long Beach, Calif.),  
Nov. 15, 1953, p. 22) Appl. au-  
thor: Young & Rubicam, inc.

© 15Nov53; KK94439.

GENERAL FOODS CORPORATION ©.

Now's the time for Jell-O. Look  
out below ... cStork & babies;  
From Life, Feb. 9, 1953, p. 45.  
Appl. author: Young and Rubicam,  
inc. © 6Feb53; KK87499.

GENERAL FOODS CORPORATION. ©

Now's the time for Jell-O. Looks  
like it's your turn to feed the  
mob, mom. (In Life, Oct. 6, 1952)  
Appl. author: Young & Rubicam,  
inc. © 30ct52; KK97881.

GENERAL FOODS CORPORATION ©.

Now's the time for Jell-O. Oh,  
lady, we know just how you feel!  
Adv. from Life, Apr. 7, 1952.  
Appl. author: Young & Rubicam,  
inc. © 4Apr52; KK76642.

GENERAL FOODS CORPORATION ©.

Now's the time for Jell-O. Out in the  
kitchen where men are men. Adv.  
from Life magazine, Oct. 20, 1952.  
Appl. author: Young & Rubicam, Inc.  
© 17Oct52; KK81494.

GENERAL FOODS CORPORATION ©.

Now's the time for Jell-o. Six  
delicious flavors. Adv. from  
Life, Nov. 24, 1952. Appl.  
author: Young & Rubicam, inc.  
© 21Nov52; KK83003.

**GENERAL FOODS CORPORATION ©.**

**Now's the time for Jell-O. Take a  
peek at Mr. America of 1962. Adv.  
from Life, Aug. 25, 1952, p. 59.  
Appl. author: Young & Rubicam, Inc.  
© 22Aug52; KK81196.**

GENERAL FOODS CORPORATION ©.

Now's the time for Jell-O. There's  
hardly a better way ... cBoy  
scouts From Life, Mar. 16, 1953,  
p. 39. Appl. author: Young and  
Rubicam, inc. © 13Mar53; KK87500.

GENERAL FOODS CORPORATION ©.

Now's the time for Jell-O. While  
you're bending down, bend an ear.

Adv. from Life, June 30, 1952.

Appl. author: Young & Rubicam, Inc.

© 27Jun52; KK76611.

**GENERAL FOODS CORPORATION ©.**

**Now's the time for Jell-O salads.**

**Adv. from Better homes & gardens,  
Sept. 1952, p. 90-93. Appl. au-  
thor; Young & Rubicam, Inc.**

**© 22Aug52; KK81211.**

GENERAL FOODS CORPORATION ©.

Now's the time for Jell-O salads.

Adv. from Better living, Sept.

1952, p. 44-45. Appl. author:

Young & Rubicam, inc. © 14Aug52;

KK81212.

GENERAL FOODS CORPORATION ©.

Now's the time for Jell-O salads.

Adv. from Good housekeeping, July  
1952. Appl. author: Young & Rubi-  
cam, Inc. © 20Jun52; KK81229.

GENERAL FOODS CORPORATION ©.

Oho! A bride and groom! © 22Jun48;

KK24673.

Cheeko the great ...

GENERAL FOODS CORPORATION ©.

✓ Old Mansion cake - see recipe inside  
- one of many glamorous regional  
recipes ... Swans Down cake flour. ✓  
Folder. (Form no. 1589) © 1Nov49;  
KK47076.

APR 13 1950

GENERAL FOODS CORPORATION ©.

Old-timers will tell you ... Gaines  
dog foods. [From Farm journal,  
Nov. 1950, p. 48] Sheet. (GD-35A)  
© 27Oct50; KK56022.

DEC 1 1 1950

GENERAL FOODS CORPORATION ©.

On the double to the table in bounti-  
ful harvest time. Snider's catsup.  
Sheet. © 7Oct49; KK46434.

MAR 20 1950

GENERAL FOODS CORPORATION ©.

One dog tells another ... every inch  
nourished with Gaines. [From Path-  
finder, Aug. 9, 1950, p. 5] (Dog  
food) Sheet. (GD-29A) © 9Aug50;  
KK52549.

SEP 12 1950

GENERAL FOODS CORPORATION ©

One dog tells another. It's a wonderful feeling to have every inch nourished with Gaines. (Dog food) Sheet. © 5May50; KK50763.

JUL 14 1950

GENERAL FOODS CORPORATION ©.

✓ One in a lifetime. ✓ (Dog food) Sheet.

© 24 Jan 50; KK47555.

APR 12 1950

GENERAL FOODS CORPORATION ©

One will always stand out. Birds eye  
green peas. Poster. (1909)

© 15Nov49; KK43416.

GENERAL FOODS CORPORATION ©.

Ounce for ounce, your best buy is  
Birds Eye. At reduced prices now!  
Strawberries. Adv. from Western  
family, Apr. 3, 1952, p. 23. Appl.  
author: Young & Rubicam, Inc.

© 3Apr52; KK76659.

GENERAL FOODS CORPORATION ©.

P. S. Partnership for the future.

9 p., illus. © 28Feb51; AA178169.

1951 = 5

GENERAL FOODS CORPORATION ©.

P. S. partnership for the future.

9 p., illus. © Mar51; AA178720.

APR 13 1951

**GENERAL Foods Corporation.**

**Partnership for the future. C5279.**

**SEE Pathescope Co. of America,**

**FEB 20 1951**

GENERAL FOODS CORPORATION ©.

Pets are good customers, too! Gaines.

[From Yankee food merchant, Sept.

5, 1950, p. 9] (Dog food) Sheet.

(51) © 4Sep50; KK54057.

OCT 16 1950

KK 7503

General foods corporation, claimant

A plan for the day's choice of food.

(Food products) [New York, Printed by Isaac  
Goldmann co., c1946]

folder. illus. (col.) 28 x 21  $\frac{1}{2}$  cm.

Print.

"3rd ed."

© 10-1-46; 2 c 11-24-46; New York; KK 7503.

mgc 12-27-46

GENERAL FOODS CORPORATION ©.

Please fill our tummies with Birds  
Eye yummys. (Frosted foods) Post-  
er. (3205) © 15Nov50; KK55974.

DEC 8 1950

General foods corporation, claimant

Please remember in '47, nourish every inch of  
your dog with Gaines! (Dog food) [Chicago,  
Printed by Time, inc.] cl947.

clipping.

Print.

Appl. author: Benton & Bowles, inc.

©17Jan47; author, New York; KK 8299.

lg 2-6-47

GENERAL FOODS CORPORATION ©.

Pleasure will be written all over your  
face when you see every inch of your  
dog nourished by Gaines! [From  
Look, Oct. 24, 1950, p. 59] Sheet.  
© 21oct50; KK54814.

NOV 10 1950

GENERAL FOODS CORPORATION ©.

A point to remember. Gaines dog food.  
[From American field quail futurity,  
Nov. 6, 1950, p. 28] Sheet. (GD-  
54) © 3Nov50; KK56206.

DEC 7 3 1950

GENERAL FOODS CORPORATION ©.

✓ A point to remember; when a big-run-  
ning dog slams into a stylish point ✓  
... (Dog food) Sheet. © 25Feb50;  
KK47061.

MAR 29 1950

General food corporation.

Post's cereals 3 ring circus. (Composed of text and card cut-outs in envelope) (c) 3-1-46;  
2c each 3-30-46.

Text:

Ring 1, form 7868-A; AA 9161.

Ring 1, form 7868-B; AA 9153.

Cut-outs:

Ring 2, form 7869; AA 9155.

Ring 3, form 7870; AA 9154.

GENERAL FOODS CORPORATION ©.

Post's Corn Toasties. "Teeth of  
death" mystery. (Cereal) Label.  
(P44292) © 1Feb48; KK21589.

GENERAL FOODS CORPORATION ©

Post's Corn Toasties [with] Mystery  
no. 3, "House of terror" (Cereals)  
~~Carton~~ (Form P4431-3) © 1 Mar 48;  
KK21695.

Label.

GENERAL FOODS CORPORATION ©.

Post's Corn Toasties [with] Mystery  
no. 4, "The merman of Coomballow"  
(Cereals) ~~Carton~~ (Form P-4431-4)  
© 1Mar48; KK21696. *Label.*

GENERAL FOODS CORPORATION ©.

Post's Corn Toasties 13 oz. carton.

The mummy's secret [on verso]

(Cereal) Label. © 1Jan48; KK20336.

GENERAL FOODS CORPORATION ©.

Post's Toasties corn flakes. (Ce-  
reals) Label. (P-4444-12) ©  
15May48; KK24239.

GENERAL FOODS CORPORATION ©.

Post's Toasties corn flakes. Label.

(P-4444-5) © 1Apr48; KK22333.

GENERAL FOODS CORPORATION ©

Post's Toasties corn flakes. Label.

(P-4444-6) © 1Apr48; KK22334.

GENERAL FOODS CORPORATION ©

Post's Toasties corn flakes, mystery  
no. 7. Label. (P-4444-7) © 1May  
48; KK23920.

GENERAL FOODS CORPORATION ©

Post's Toasties corn flakes, mystery  
no. 8. Label. (P-4444-8) © 15 May  
48; KK23921.

GENERAL FOODS CORPORATION ©.

Post's Toasties corn flakes, mystery  
no. 9. Label. (P-4444-9) © 15May  
48; KK23922.

GENERAL FOODS CORPORATION ©

Post's Toasties corn flakes, mystery  
no. 10. Label. (P-4444-10) © 1May  
48; KK23923.

GENERAL FOODS CORPORATION ©

Post's Toasties corn flakes, mystery  
no. 11. Label. (P-4444-11) © 1May  
48; KK23924.

GENERAL FOODS CORPORATION ©.

✓ Prices cut to lowest in 5 years! We  
mean everyday low prices. All  
these Birds Eye foods available  
now. ✓ (Frozen foods) Sheet.

© 15Dec49; KK45268.

FEB 8 1950

GENERAL FOODS CORPORATION ©.

Prices that sell, by Elliott Baker.

Produced by Porter Henry & Co., inc.

Col. 35 mm. filmstrip. 60 frames.

"General Foods Sales Division presents ..." © 6Jun51; JU6714.

JUL 1 8 1951

GENERAL FOODS CORPORATION ©

Quick - 16 smackin'-good meal ideas  
with the new Minute rice. Folder.  
(1723) © 15Aug49; KK48503.

MAY - 1 1950

GENERAL FOODS CORPORATION ©

Reach for health; iodized salt helps  
prevent simple goiter. (Salt)

Poster. (1237) © 1Sep49; KK43200.

GENERAL FOODS CORPORATION ©

Reach for health. (Salt) Folder.

(1238) © 1sep49; KK48504.

MAY - 1 1950

GENERAL FOODS CORPORATION ©.

Ready-to-cook Birds Eye chicken  
dinner. (Frozen foods). Adv.  
from New York daily news, May 15,  
1952, p. 74. Appl. author:  
Young & Rubicam, inc. © 15May52;  
KK76574.

GENERAL FOODS CORPORATION ©.

Recetas Calumet para éxito en el  
horneo. (Baking powder) Folder.

© 1Dec47; KK20334.

GENERAL FOODS CORPORATION ©.

Recipe for bang-up picnic eatin' on  
the beach, in the woods, at home.

Birds Eye frosted foods. Adv.

from Life, June 30, 1952. Appl.

author: Young & Rubicam, inc.

© 27Jun52; KK76577.

**GENERAL FOODS CORPORATION ©.**

**Recipe for Birds Eye super dinner.**

**(Frozen foods) Adv. from Life,**

**Sept. 15, 1952. Appl. author:**

**Young & Rubicam, inc. © 12Sep52;**

**KK81205.**

**GENERAL FOODS CORPORATION ©.**

**Recipe for Birds Eye super dinner.**

**(Frozen foods) Adv. from Western  
family, Sept. 4, 1952, p. 6.**

**Appl. author: Young & Rubicam, Inc.**

**© 4Sep52; KK81206.**

GENERAL FOODS CORP. ©, New York.

Recipes for your Hamilton Beach  
mixer. Bk. 8650. 15 p., illus.

© 1Sep47; AA70302.

**GENERAL FOODS CORPORATION.**

Revolutionary new recipe, takes only  
18 minutes, spanish rice pronto.

Minute Rice. Hunt's tomato sauce.

Adv. from Woman's home companion,  
Oct. 1952, p. 92-93. Appl. author:  
Young & Rubicam, inc. © General  
Foods Corp. & Hunt Foods, inc.;  
19Sep52; KK81214.

**Hunt Foods, inc.**

GENERAL FOODS CORPORATION ©.

Rich aunts almost eat it with their  
eyes. [Yiddish text] (Jell-o tap-  
ioca pudding) Clipping. © 18Nov48;  
KK31615.

**GENERAL FOODS CORPORATION ©.**

**Salt miracle! The world's first truly  
free-pouring salt! Diamond Crystal  
Weather-Pruf salt. Adv. from Orlan-  
do evening star, May 1, 1952, p. 18.  
Appl. author: Benton & Bowles, inc.  
© 1May52; KK73300.**

GENERAL FOODS CORP., New York.

Save 5¢ on Snider's old fashioned  
chili sauce. Clipping.

© 16Oct47; KK17073.

GENERAL FOODS CORPORATION ©.

Save 10¢ on 1, 20¢ on 2, 30¢ on 3,  
40¢ on 4 new Birds Eye chicken  
pies. (Frozen foods) From Miami  
herald, Miami, Fla., Oct. 15, 1953.  
Appl. author: Young & Rubicam, inc.  
© 15Oct53; KK91978.

GENERAL FOODS CORPORATION ©.

Scientific baking! (Dog food)

Clipping. © 24Jan49; KK31645.

**GENERAL FOODS CORPORATION ©.**

**Scientific backing! (Dog food) Clip-**  
**ping. © 21Jan49 (in notice: 1948);**  
**KK31757.**

KK 6326

General foods corp., claimant

The secret of a Snider barbecue! (Catsup)  
[Chicago, Printed by Time, inc.] c1946.  
clipping.

Print.

Appl. author: Benton & Bowles, inc.

© 9-20-46; 2c 9-25-46; New York; KK 6326.

egn 11-15-46

GENERAL FOODS CORPORATION ©.

See why twice as many Buffalo women  
now buy Birds Eye orange juice.

Adv. from Buffalo news, July 16,  
1952, section 3, p. 54. Appl. au-  
thor: Young & Rubicam, inc.

© 16Jul52; KK81232.

GENERAL FOODS CORPORATION ©.

See why twice as many Minneapolis  
women now buy Birds Eye orange  
juice. Adv. from Minneapolis star  
tribune, July 24, 1952. Appl. au-  
thor: Young & Rubicam, inc.  
© 24Jul52; KK81193.

GENERAL FOODS CORPORATION ©

Selling on purpose, by Elliott Baker.  
Produced by Porter Henry & Co., inc.  
Col. 35 mm. filmstrip. 87 frames.  
"General Foods Sales Division pre-  
sents ..." © 1Jan51; JP597.

1951 7 - 1951

GENERAL FOODS CORP., New York.

Set for the breakaway. (Dog  
food) Clipping. © 12Sep47;

KK16024.

**GENERAL FOODS CORPORATION.**

**Showing off pays off. Produced by  
Porter Henry and Company, Inc.  
Col. 35 mm. filmstrip. 87 frames.  
"General Foods Sales Division pre-  
sents ..."** © General Foods Corp.,  
New York; 12Feb51; JP620.

MAR 23 1951

GENERAL FOODS CORPORATION ©.

Sitting pretty when you nourish every  
inch of them with Gaines dog foods.

[From Westminster Kennel Club cata-  
logue, Feb. 15, 1950, back cover p.]  
Sheet. (GD-16) © 15Feb50; KK53123.

OCT 2 - 1950

GENERAL FOODS CORP., New York.

6 wonderful birthday cakes.

(Cake flour) Folder. © 1Jul48

KK15976.

GENERAL FOODS CORPORATION ©.

Smart to do in '52. Buy Birds Eye!

Birds Eye "New Year's 1952.

(Frosted foods) 24-sheet poster.

© 1Jan52; KK69967.

MAR 3 1952

GENERAL FOODS CORPORATION ©.

Snider's rounds 'em up in bountiful  
harvest time! (Catsup) Sheet.

© 19Aug49; KK39757.

General foods corporation, claimant.  
So chunky! So spicy! (Chili sauce)  
[Chicago, Printed by Time, inc.]-cl947.  
clipping.

Print.

Appl. author: Benton & Bowles, inc.

© General foods corp., New York;  
14Mar47; KK11441.

afp 16Apr47

GENERAL FOODS CORPORATION ©.

Something new from under the sun.

(Snider's fruit cocktail) Clipping.

© 17Mar49; KK34190.

GENERAL FOODS CORP., New York.

Spark up scrambled eggs.

(Catsup) Clipping. © 26Sep47;

KK16298.

GENERAL FOODS CORPORATION ©.

Speaking of dogs by Elias Vail. (Dog  
food) Sheet. © 25Oct49; KK42877.

GENERAL FOODS CORPORATION ©.

✓ Speaking of dogs, by Elias Vail. ✓

Feeding (and not feeding) for  
steady appetite ... (Dog food)

Sheet. © 30Jan50; KK47060.

MAR 29 1950

GENERAL FOODS CORPORATION ©.

Speaking of dogs, by Elias Vail.

Gaines dog food. Sheets.

Handling the new owner ...Clarity  
comes first. © 30Mar50; KK49060.

MAY 22 1956

GENERAL FOODS CORPORATION ©.

Speaking of dogs, by Elias Vail.

Handling the new owner ... (Dog  
food) Sheet. © 31Mar50; KK48166.

APR 28 1950

GENERAL FOODS CORPORATION ©.

Speaking of dogs ... by Elias Vail.

(Gaines dog food) Sheet.

Handling the new owner. [From  
American Kennel Club gazette,  
May 1950, p. 327] (13B)

© 1May50; KK53124.

OCT 2 - 1950

GENERAL FOODS CORPORATION ©.

Speaking of dogs, by Elias Vail.

Gaines dog food. Sheets.

Hot weather facts and hints for  
helping your dog take summer  
coolly. © 26May50; KK51159.

JUL 17 1950

GENERAL FOODS CORPORATION ©

Speaking of dogs, by Elias Vail.

Gaines dog food. Sheets.

Life, liberty, and the pursuit of  
cats ... © 28Apr50; KK50766.

JUL 14 1950

GENERAL FOODS CORPORATION ©.

Speaking of dogs, by Elias Vail.

Like master, like dog ... Gaines  
dog foods. Sheet. © 2Apr50;  
KK47947.

APR 19 1950

GENERAL FOODS CORPORATION ©.

Speaking of dogs ... by Elias Vail.

(Gaines dog feed) Sheet.

Look and learn and look again.

[From Dog news, Aug. 1950, p. 87]

(28AT) © 30Jul50; KK52548.

SEP 1 2 1950

GENERAL FOODS CORPORATION ©.

Speaking of dogs ... by Elias Vail.

(Gaines dog food) Sheet.

Look and learn and look again.

[From Kennel crier, Aug. 1950,

p. 9] (28A) © 31Jul50; KK53090.

OCT 2 - 1950

GENERAL FOODS CORPORATION ©.

Speaking of dogs ... by Elias Vail.

(Gaines dog food) Sheet.

Putting breeding in two schools ...

[From Dog news, Dec. 1950, inside  
back cover p.] © 30Nov50;

KK56589.

JAN 17 1951

GENERAL FOODS CORPORATION ©.

Speaking of dogs, by Elias Vail.

(Gaines dog food) Sheet.

Putting breeding in two schools.

[From American kennel gazette,

Dec. 1950, inside front cover]

© 15Nov50; KK57302.

FEB 1 - 1951

GENERAL FOODS CORPORATION ©

Speaking of dogs ... by Elias Vail.

(Gaines dog food) Sheet.

Putting breeding in two schools.

[From Kennel crier, Dec. 6, 1950,

p. 7] (52) © 25Nov50; KK56671.

JAN 1 3 1951

GENERAL FOODS CORPORATION ©.

Speaking of dogs. By Elias Vail.

Some not-so-secret secrets of growing coats. Gaines dog foods.

Sheet. © 1Dec49; KK44754.

FEB 1 1950

GENERAL FOODS CORPORATION ©.

Speaking of dogs ... by Elias Vail.  
(Gaines dog food) Sheet.

Thoughts of dog buying ... [From  
American kennel gazette, Oct.  
1950, p. 5] (39B) © 10ct50;  
KK54816.

NOV 10 1950

GENERAL FOODS CORPORATION ©.

Speaking of dogs ... by Elias Vail.

(Gaines dog food) Sheet.

Thoughts of dog buying ... [From

Dog news, Oct. 1950, p. 71]

(39) © 30Sep50; KK54815.

NOV 10 1950

GENERAL FOODS CORPORATION ©.

Speaking of dogs, by Elias Vail.

(Gaines dog food) Sheet.

Variety that doesn't spice a dog's  
life. [From American kennel ga-  
zette, Feb. 1951, 2d cover]

(65B) © 15Jan51; KK59310.

APR 13 1951

GENERAL FOODS CORPORATION.©.

Speaking of dogs, by Elias Vail.

(Gaines dog food) Sheet.

Variety that doesn't spice a dog's  
life. [From Dog news, Feb. 1951,  
3d cover] (65) © 31Jan51;  
KK59311.

APR 13 1951

GENERAL FOODS CORPORATION ©.

Speaking of dogs, by Elias Vail.

What spoils a dog? Gaines dog  
foods. Sheet. © 2Mar50; KK48359.

MAY - 1950

GENERAL FOODS CORPORATION ©.

✓Speaking of dogs. Feeding (and not  
feeding) for steady appetite. (Dog  
food) Sheet. © 30Jan50; KK47202.

MAR 31 1950

GENERAL FOODS CORPORATION ©.

Speaking of dogs ... Gaines dog  
foods. Sheet. © 8Nov49;

KK44263.

GENERAL FOODS CORPORATION ©.

Speaking of dogs. Just what is a  
dog's world, anyhow? (Dog food)  
Sheet. © 2Jan50; KK45380.

FEB 8 1950

GENERAL FOODS CORPORATION ©.

✓Speaking of dogs. Some not-so-secret  
secrets of growing coats. ✓Credit  
where credit is due - a formula  
without magic - Gaines dog foods.  
Sheet. © 1Dec49; KK45302.

FEB 8 1950

GENERAL FOODS CORPORATION ©.

Special: Vacuum packed corn.

(Snider's corn) Clipping.

© 19May49; KK36526.

GENERAL FOODS CORP., New York.  
Standards change. (Dog food)  
© 1Nov47; KK17698.

General foods corp., claimant.

Standards change! (Dog food) + Chicago,  
Printed by American veterinary medical  
assn.] c1947.

clipping.

Print.

© General foods corp., New York;  
28Jul47; KK15195.

25Aug47 rs

GENERAL FOODS CORPORATION ©.

Start the day right. (Cereals)

Loose-leaf folder. (9790)

© 10oct48; KK29372.

GENERAL FOODS CORPORATION ©.

Start the day the right way; take  
time for a better breakfast.

(Cereals) Poster. (1798)

© 1Sep49; KK43201.

**GENERAL FOODS CORPORATION ©.**

**Start with Birds Eye orange juice  
for the real American breakfast.**

**Adv. from Western family, Nov. 6,  
1952, p. 21. Appl. author: Young  
& Rubicam, inc. © 6Nov52;  
KK86661.**

GENERAL FOODS CORPORATION ©.

Startling new pie idea. c4 illus.  
of fruit pies with recipes on ver-  
sos (Minute tapioca) Streamer.

© 14Oct52; KK79565.

KK 10743

General foods corp., claimant.

Steady! (Dog food) [Chicago, Printed by  
American field pub. co.] cl947.  
clipping.

Print.

Appl. author: Benton & Bowles, inc.

© author, New York; 21Feb47; KK 10743.

elg 3-18-47

GENERAL FOODS CORPORATION. ©

Stock up now for Lent. Birds Eye  
fish sticks. (Frozen foods) (In  
Grocer-graphic, Mar. 2, 1954, p.  
17) Appl. author: Young & Rubi-  
cam, inc. © 2Mar54; KK96030.

GENERAL FOODS CORP., New York.  
Straining at the leash. (Dog  
food) Clipping. © Saugh:7:  
KK15439.

KK 1706

General foods corp., claimant.

The super-tomato...is Farmer Snider's  
baby! (Catsup) [Chicago, Printed by  
Time, inc.] © 1946.

clipping.

Print.

Appl. author: Benton & Bowles, inc.

© 3-1-46; 2c 3-12-46; New York;

KK 1706.

4-25-46 rs

GENERAL FOODS CORPORATION ©

▲ sure-fire way to make your dog come  
running. (Dog food) Clipping.

© 10Nov48; KK29200.

GENERAL FOODS CORPORATION ©.

Swiss chocolate cake. (Cake flour)

Folder. (Form no. 1601) © 1Jan50

(in notice: 1949); KK48468.

MAY - 1 1950

GENERAL FOODS CORPORATION ©.

Sw-well he-man dinner mom can  
fix in minutes. Birds Eye frosted  
foods. Adv. from Cleveland plain  
dealer pictorial magazine, Mar.  
23, 1952, p. 30. Appl. author:  
Young & Rubicam, inc. © 23Mar52;  
KK76662.

GENERAL FOODS CORPORATION ©.

A taste of success! (Dog food)  
Clipping. © 25Sep48; KK27417.

GENERAL FOODS CORP., New York.

A tasty meat loaf. (Chili  
sauce) Clipping. © 17Oct47;  
KK16967.

GENERAL FOODS CORPORATION ©.

Teletypewriter exchange service

(TWX) 11 1. © 2Jul51; AA188368.

AUG 3 1951

GENERAL FOODS CORPORATION ©

Temptin' pies and delicious tarts.

(Institution Jell-O) Folder.

9479-B) © 15Jul48; KK26971.

GENERAL FOODS CORPORATION. ©

10¢ off. New Birds Eye chicken pie.

Hurry to your grocer, buy 4 save

40¢. (Frozen foods) (In Miami

herald, Miami, Fla., Nov. 5, 1953,

p. 15-A) Appl. author: Young &

Rubicam, inc. © 5Nov53; KK92966.

KK 7504

General foods corporation, claimant

10 fast, sure recipes! Swans down self-rising  
cake flour. (Cake flour) [Chicago, Litho-  
graphed by Marshall-White press, cl945]  
folder. illus.  $5 \frac{1}{2} \times 9 \frac{1}{2}$  cm.

Print.

© 10-15-46; 2 c 11-24-46; New York; KK 7504.

mge 12-27-46

GENERAL FOODS CORPORATION. ©

Thank you everyone. Birds Eye  
frosted foods. (In Quick frozen  
foods, Sept. 1954, p. 114) Appl.  
author: Young & Rubicam, inc.

© 10Sep54; KK102098.

GENERAL FOODS CORP., New York.

"Thanks, pal." (Dog food)

Clipping. © 24 Oct 47; KK17182.

GENERAL FOODS CORPORATION. ©

Thanks to all the county agricultural agents ... Birds Eye frosted foods. (In National association of county agricultural agents, 1953 convention booklet, p. 25)  
Appl. author: Young & Rubicam, inc. © 1Sep53; KK92967.

**GENERAL FOODS CORPORATION.**

**That middle link. Produced by Porter  
Henry and Company, inc. Col. 35  
mm. filmstrip. 54 frames. Pre-  
sented by General Foods Sales Divi-  
sion. © General Foods Corp., New  
York; 21Jun51; JF790.**

AUG 6 1951

GENERAL FOODS CORPORATION ©.

There is a Santa Claus for dogs.

Gaines dog foods. Sheet.

© 22Nov49; KK43622.

GENERAL FOODS CORPORATION ©.

There's never been a tea like this  
before! Clipping. © 30Nov48;  
KK29937.

GENERAL FOODS CORPORATION ©.

There's something special about a  
Birds Eye chicken dinner. Form  
5560. [Chicken dinner kids]  
24-sheet poster. © 15Apr53;  
KK86841.

GENERAL FOODS CORPORATION. ©

There's something special about  
Birds Eye. Frosted foods, the  
only balanced line. (In Quick  
frozen foods, Nov. 25, 1953, p.  
4) Appl. author: Young & Rubi-  
cam, inc. © 25Nov53; KK92963.

GENERAL FOODS CORPORATION ©.

There's something special about Birds

Eye broccoli. Form 5739-B. 24-  
sheet poster. © 1Jul53; KK87323.

GENERAL FOODS CORPORATION ©.

There's something special about Birds  
Eye broccoli. (Frozen foods) From  
Life, Sept. 14, 1953, p. 50. Appl.  
author: Young & Rubicam, inc.

© 11Sep53; KK90844.

GENERAL FOODS CORPORATION ©.

There's something special about  
Birds Eye chicken and french  
fries. Form 5740. 24-sheet  
poster. © 17Jul53; KK87911.

GENERAL FOODS CORPORATION. ©

There's something special about a  
Birds Eye chicken dinner. (Frozen  
foods) (In Life, May 24, 1954, p.  
128) Appl. author: Young & Rubi-  
cam, inc. © 21May54; KK99987.

GENERAL FOODS CORPORATION ©.

There's something special about a  
Birds Eye chicken dinner.

Half length figures of 3 children  
(Frozen foods) From Better  
living, May 1953, p. 77. Appl.  
author: Young and Rubicam, inc.  
© 16Apr53; KK87498.

GENERAL FOODS CORPORATION ©.

There's something special about a  
Birds Eye chicken dinner. c2  
children standing, one seated;  
(Frozen foods) From Ladies  
home journal, May 1953, p. 203.  
Appl. author: Young and Rubicam,  
inc. © 29Apr53; KK87495.

GENERAL FOODS CORPORATION ©.

There's something special about  
Birds Eye chicken pie. Buy 2,  
save 25¢. (Frozen foods) From  
Cleveland press, May 7, 1953,  
p. 44. Appl. author: Young &  
Rubicam, inc. © 7May53; KK87492.

GENERAL FOODS CORPORATION ©.

There's something special about new  
Birds Eye chicken pie. (Frozen  
foods) From Cleveland press, June  
11, 1953, p. 46. Appl. author:  
Young & Rubicam, inc. © 11Jun53;  
KK90843.

GENERAL FOODS CORPORATION ©.

There's something special about Birds  
Eye chopped spinach. You'll love  
Birds Eye leaf spinach, too. (Fro-  
zen foods) From Life, July 13,  
1953, p. 62. Appl. author: Young &  
Rubicam, inc. © 10Jul53; KK90106.

GENERAL FOODS CORPORATION ©.

There's something special about Birds  
Eye chopped spinach. You'll love  
the special way it's chopped.  
(Frozen foods) From Better living,  
June 1953, p. 9. Appl. author:  
Young & Rubicam, inc. © 14May53;  
KK90116.

GENERAL FOODS CORPORATION. ©

There's something special about  
Birds Eye corn. (Frozen foods)  
(In Life, Apr. 26, 1954, p. 68)  
Appl. author: Young & Rubicam,  
inc. © 23Apr54; KK99989.

GENERAL FOODS CORPORATION ©.

There's something special about Birds

Eye fish. (Frozen foods) From

Life, Oct. 12, 1953, p. 52. Appl.

author: Young & Rubicam, Inc.

© 90oct53; KK90850.

GENERAL FOODS CORPORATION. ©

There's something special about a  
Birds Eye fish dinner. (Frozen  
foods) (In Life, Mar. 15, 1954)  
Appl. author: Young & Rubicam,  
inc. © 12Mar54; KK99990.

GENERAL FOODS CORPORATION. ©

There's something special about  
Birds Eye green beans. (Frozen  
foods) (In Life, June 14, 1954,  
p. 35) Appl. author: Young &  
Rubicam, inc. © 11Jun54; KK99986.

GENERAL FOODS CORPORATION. ©

There's something special about

Birds Eye mixed vegetables.

(Frozen foods) (In Woman's day,  
Jan. 1954, p. 11) Appl. author:

Young & Rubicam, inc. © 1Jan54;

KK94433.

GENERAL FOODS CORPORATION ©.

There's something special about  
Birds Eye orange juice. Form 5605.  
24-sheet poster. © 15May53;  
KK86842.

GENERAL FOODS CORPORATION ©.

There's something special about  
Birds Eye orange juice. Make  
the separation test. (Frozen  
foods) From Better living,  
Apr. 1953, p. 1. Appl. author:  
Young and Rubicam, inc.  
© 12Mar53; KK87496.

GENERAL FOODS CORPORATION ©.

There's something special about Birds  
Eye orange juice. Make the separation  
test and see. (Frozen foods)

From Life, June 15, 1953, p. 66.

Appl. author: Young & Rubicam, inc.

© 12Jun53; KK90102.

GENERAL FOODS CORPORATION ©.

There's something special about Birds  
Eye poultry. (Frozen foods) From  
Ladies' home journal, Aug. 1953, p.  
96. Appl. author: Young & Rubicam,  
inc. © 29Jul53; KK90113.

GENERAL FOODS CORPORATION. ©

There's something special about  
Birds Eye quick-frozen chicken and  
french fries. (In Family circle,  
Jan. 1954, p. 63) Appl. author:  
Young & Rubicam, inc. © 31Dec53;  
KK94435.

GENERAL FOODS CORPORATION. ©

There's something special about  
Birds Eye quick-frozen orange  
juice. (In Los Angeles times,  
July 25, 1954, p. 27) Appl. au-  
thor: Young & Rubicam, inc.

© 25Jul54; KK99956.

GENERAL FOODS CORPORATION ©.

There's something special about Birds  
Eye spinach. Form 5739-A. 24-sheet  
poster. © 1Jul53; KK87324.

GENERAL FOODS CORPORATION ©.

There's something special about  
Birds Eye strawberries. (Frozen  
foods) From Woman's day, Apr.  
1953, p. 96. Appl. author:  
Young and Rubicam, Inc. © 26Mar53;  
KK87497.

GENERAL FOODS CORPORATION ©.

There's something special about  
Birds Eye strawberries. Adv. from  
Life, Apr. 13, 1953, p. 44. Appl.  
author: Young & Rubicam, inc.  
© 10Apr53; KK86649.

GENERAL FOODS CORPORATION. ©

There's something special about  
Birds Eye strawberries. Better  
buy Birds Eye and get that some-  
thing special. (In Life, Dec. 14,  
1953, p. 48) Appl. author: Young  
& Rubicam, inc. © 11Dec53;  
KK92964.

GENERAL FOODS CORPORATION. ©

There's something special about  
Birds Eye strawberries. Look at  
'em, eat 'em, no berries can beat  
'em. (In Life, Apr. 13, 1953, p.  
44) Appl. author: Young & Rubi-  
cam, inc. © 10Apr53; KK92969.

GENERAL FOODS CORPORATION. ©

There's something special about  
Birds Eye, the only balanced line;  
fruits, juices, fish ... Frosted  
foods. (In Quick frozen foods,  
Feb. 1954, p. 46) Appl. author:  
Young & Rubicam, inc. © 25 Jan 54;  
KK94957.

GENERAL FOODS CORPORATION ©.

There's something special about Birds

Eye vegetables. (Frozen foods)

From Better living, Aug. 1953, p.

11. Appl. author: Young & Rubicam,  
inc. © 16Jul53; KK90114.

GENERAL FOODS CORPORATION. ©

There's something special about  
Birds Eye vegetables. (Frozen  
foods) (In Life, Aug. 2, 1954,  
p. 33) Appl. author: Young &  
Rubicam, inc. © 29Jul54;  
KK102092.

GENERAL FOODS CORPORATION ©.

There's twice the fun in owning dogs  
when every inch is nourished by  
Gaines! (Dog food) Sheet.

© 3Feb50; KK47556.

APR 1 2 1950

GENERAL FOODS CORPORATION ©.

They're here! Canned fruits and  
vegetables with that real down-on-  
the-farm flavor! Clipping.

© 9Dec48; KK30279.

GENERAL FOODS CORPORATION ©.

They're fun to sew. Birds Eye kids  
dolls. From Life, Aug. 17, 1953,  
p. 32. Appl. author: Young &  
Rubicam, inc. © 14Aug53; KK90112.

GENERAL FOODS CORPORATION ©.

They're right, this orange juice is  
the best-tasting of all. In orange  
juice too, Birds Eye is best. Adv.  
from Daily news, New York, Apr. 8,  
1952, p. 45. Appl. author: Young  
& Rubicam, inc. © 8Apr52; KK76654.

GENERAL FOODS CORPORATION ©.

Timesaving, better-eating Birds Eye  
whipped potatoes. (Frozen foods)  
Adv. from Philadelphia, Pa. bulletin,  
Dec. 18, 1952, p. 40. Appl.  
author: Young and Rubicam, inc.  
© 18Dec52; KK83599.

GENERAL FOODS CORPORATION ©.

Think all catsups taste alike?

(Catsup) Clipping. © 15Oct48;

KK27946.

GENERAL FOODS CORPORATION ©.

34 dot chocolate candy recipes  
made with Baker's dot chocolate.  
15 p., illus. © 1Sep48; AA92601.

KK12116

General foods corp., claimant.

To add a fillip to fish. (Catsup)  
[Chicago, Printed by Time, inc.] cl947.  
clipping.

Print.

Appl. author: Benton & Bowles, inc.

© General foods corp., New York;  
11Apr47; KK12116.

16May47 rs

GENERAL FOODS CORP., New York.

To fill your dog with the joy  
of life, nourish every inch  
of him with Gaines! (Dog  
food) Clipping. © 5Sep47;  
KK15918.

General foods corp., claimant.

So get him off to a good start.

(Dog food) [Williamsport, Pa., Printed  
by Grit publishing co.] cl947.  
clipping.

Print.

© General foods corp., New York;  
6Jul47; KK14661.

12Aug47 rs

KK 6866

General foods corp., claimant

To get that real home-style chunkiness. (Chili  
sauce) [Chicago, Printed by Time, inc.] cl946.  
clipping.

Print.

Appl. author: Benton & Bowles, inc.

© 10-4-46; 2c 10-11-46; New York; KK 6866.

egn 11-15-46

General foods corp., claimant.

To keep him going great guns ... (Dog food)  
[Chicago, Printed by Time, inc.] c1947.  
clipping.

Print.

Appl. author: Benton & Bowles, inc.

Appl. title: Going great guns.

© General foods corp., New York; 7Mar47; KK11137.

elg 4-8-47

GENERAL FOODS CORPORATION ©

To keep springtime in his life. (Dog  
food) Clipping. © 11Jun49;  
KK37620.

GENERAL FOODS CORPORATION ©.

To stay on top, stock the top  
line. Birds Eye frosted foods.  
Adv. from Food merchants advo-  
cate, Mar. 1952, p. 24. Appl.  
author: Young & Rubicam, inc.  
© 15Mar52; KK76653.

GENERAL FOODS CORPORATION ©.

Today, big news being made in a  
teacup! (Tea bags) Clipping.

© 7Dec48; KK30160.

GENERAL FOODS CORPORATION ©.

A treasure of timely Swans Down  
desserts. (Cake flour) Folder.

(8855) © 15Jan48; KK19938.

GENERAL FOODS CORPORATION ©.

Treasures for the making. A teacher's  
guide. (Pectin) Folder.

© 1Feb52; KK70733.

MAR 17 1952

GENERAL FOODS CORPORATION ©.

Treat for tonight, Birds Eye ocean-  
fresh flounder bake. Adv. from  
New York world telegram & sun, Oct.  
23, 1952, p. 18. Appl. author:  
Young & Rubicam, inc. © 23Oct52;  
KK81490.

GENERAL FOODS CORPORATION ©.

Treat of the week, Birds Eye ocean-  
fresh flounder pan-fry. Adv. from  
New York world telegram & sun, Oct.  
16, 1952, p. 19. Appl. author:  
Young & Rubicam, inc. © 16Oct52;  
KK81486.

GENERAL FOODS CORPORATION ©.

Trust him to prove it pays to nourish every inch of your dog ... with Gaines! (Dog food) Clipping. © 10Sep48; KK26684.

GENERAL FOODS CORPORATION. ©

Try this delicious fish eating with  
no fish cooking. New Birds Eye  
pre-cooked haddock, cod or ocean  
perch fish sticks. (Frozen foods)  
(In Boston herald traveler, Aug.  
26, 1953) Appl. author: Young &  
Rubicam, inc. © 26Aug53; KK92971.

KK 10471

General foods corporation, claimant.

Turn leftover meat into "company  
hash." (Catsup) [Chicago, Printed  
by Time] cl947.

clipping.

Print.

Appl. author: Benton & Bowles, inc.

© 14Feb47; author, New York; KK  
10471.

afp 5Mar47

GENERAL FOODS CORPORATION.

Twelve dream dishes. Sheets in  
portfolio. illus. © General  
Foods Corp.; 10ct52; AA225508.

GENERAL FOODS CORPORATION ©.

12 new tricks with Swans Down  
gingerbread mix. Folder. (8943)

© 15Nov47; KK21694.

GENERAL FOODS CORPORATION ©.

2 for 1 bonus offer on amazing new  
Weather-Pruf salt. Adv. from  
Erie times, Erie, Pa., June 5, 1952.  
Appl. author: Benton & Bowles, inc.  
© 5Jun52; KK74685.

GENERAL FOODS CORPORATION ©.

2 for 1 bonus offer on amazing new  
Weather-Pruf Salt. Diamond Crystal  
new Weather-Pruf Salt. Adv. from  
Times-herald, Newport News, Va.,  
May 15, 1952, p. 33. Appl. author:  
Benton & Bowles, inc. © 15May52;  
KK73850.

**GENERAL FOODS CORPORATION ©.**

**2 reasons why twice as many local women buy Birds Eye orange juice. Adv. from Buffalo news, July 31, 1952, p. 17. Appl. author: Young & Rubicam, inc. © 31Jul52; KK81231.**

KK 5508

General foods corp., claimant.

Umm-homemade chocolate squares and  
cookies! So rich-so full of flavor.  
(Chocolate) [Boston, Printed by Forbes  
lithograph mfg. co.] c1946.

sheet. illus. (col.) 12 1/2 x  
20 1/2cm.

Print.

Appl. title: Walter Baker insert - so  
rich ...

© 2-1-46; 2 c 8-8-46; New York; KK 5508.  
cf 8-29-46

GENERAL FOODS CORPORATION ©.

Unfold - your cake making future! 7  
cake and cooky recipes you can be  
famous for! Swans Down instant  
cake mix. Sheet. (1504)

© 1Sep49; KK47077.

APR 13 1950

KK 2177

General foods corp., claimant.

Volto from Mars. His magnetic  
powers foil a vicious sabotage ...

(Cereal) [New York, Printed by National  
comics group] © 1946.

clipping.

Print.

Comic strip.

Appl. author: Young & Rubicam, inc.

Appl. title: Hot on the trail.

© 1-4-46; 2c 3-21-46; New York;

KK 2177.

5-15-46 rs

KK 1191

General foods corp., claimant.

Volto from Mars; his strange magnetic powers  
save an arsenal and bring craven criminals to  
justice. (Cereal) [Louisville, Ky., Printed by  
Fawcett publications, inc.] c1945.

clipping.

Print..

Application title: First we blow up the arsenal.

Application author: Young & Rubicam, inc.

© 9-21-45; 2 c 2-15-46; New York;

KK 1191.

vf 4-25-46

KK 2178

General foods corp., claimant.

Volto from Mars. Volto and Jimmy are  
flying over jungle ... (Cereal)

[New York, Printed by National comics  
group] © 1945.

clipping.

Print.

Appl. author: Young & Rubicam, inc.

Appl. title: We're getting close to  
unexplored country.

© 11-11-45; 2c 3-21-46; New York;

KK 2178.

5-15-46 rs

KK 1189

General foods corp., claimant.

Volto from Mars; Volto unleashes his magnetic powers to help Jimmy and intelligence agents capture a dastardly spy ring. (Cereal) [New York, Printed by United feature syndicate, inc.] c1945. clipping.

Print.

Application title: Ho! where is messenger?

Application author: Young & Rubicam, inc.

© 8-31-45; 2 c 2-15-46; New York;

KK 1189.

vf 4-25-46

KK 1190

General foods corp., claimant.

Volto from Mars; Volto's out-of-this-world  
magnetic powers conquer a fiery inferno ...  
(Cereal) [New York, Printed by Nedor pub.  
co.] c1945.

clipping.

Print.

Application title: It sure is good.

Application author: Young & Rubicam, inc.

(C) 9-4-45; 2 u 2-15-46; New York; KK 1190

vf 4-25-46

KK 1188

General foods corp., claimant.

Volto from Mars; Volto's weird magnetic powers  
protect a merchantman in sub-infested seas.

(Cereal) [New York, Printed by United feature  
syndicate] c1945.

clipping.

Print.

Application title: This trip must seem pretty  
dull.

Application author: Young & Rubicam, inc.

© 8-1-45; 2 □ 2-15-46; New York; KK 1188.

vf 4-25-46

GENERAL FOODS CORPORATION ©.

Want to please even the fussiest  
member of your family? Jell-O.  
Adv. from Ladies home journal,  
Oct. 1952, p. 207. Appl. author:  
Young & Rubicam, inc. © 26Sep52;  
KK811,92.

KK13041

General foods corp., claimant.

Watch for exciting things to happen.  
(Dog food) [Chicago, Printed by Time,  
inc.] c1947.

clipping.

Print.

Appl. author: Benton & Bowles, inc.

© General foods corp., New York;  
9May47; KK13041.

17Jun47 rs

KK13115

General foods corp., claimant.

Watch for exciting things to happen.  
(Dog food) [Williamsport, Pa., Printed by  
Grit pub. co.] c1947.

clipping.

Print.

Appl. author: Benton & Bowles, inc.

© General foods corp., New York;  
11May47; KK13115.

23Jun47 rs

GENERAL FOODS CORPORATION. ©

Watch for special 25th anniversary  
sale. Birds Eye [frozen foods]  
(In McCall's, May 1954, p. 59)  
Appl. author: Young & Rubicam,  
inc. © 21Apr54; KK100589.

GENERAL FOODS CORPORATION ©.

Watch him go places, when you nourish  
every inch of him with Gaines!

(Dog food) Clipping. © 13Aug49;  
KK39685.

GENERAL FOODS CORPORATION ©.

Watch him go places, when you nourish  
every inch of him with Gaines!

(Dog food) Sheet. © 19Aug49;

KK40226.

GENERAL FOODS CORPORATION ©.

Watch him go places when you nourish  
every inch of him with Gaines!  
(Dog food) Sheet. © 21Mar50;  
KK47896.

APR 18 1950

KK 2974

General foods corporation, claimant.

We captured that old fashioned chili sauce  
flavor. (Chili sauce) [Chicago, Printed by  
Time] c1946.

Clipping.

Print.

Application author: Benton & Bowles, inc.

(c) 4-26-46; 2 c 5-2-46; New York; KK 2974.

AFP 5-29-46

GENERAL FOODS CORPORATION ©.

We cannot tell a lie. Birds Eye  
Frosted Foods. 24 sheet poster.  
© 1Feb52; KK70902.

APR - 1 1952

GENERAL FOODS CORPORATION ©.

We catch them in the cold, cold  
Atlantic where the haddock grow  
sweetest. Birds Eye frosted foods.  
Adv. from Life, Feb. 18, 1952.  
Appl. author: Young & Rubicam, inc.  
© 15Feb52; KK74638.

GENERAL FOODS CORPORATION ©.

we grow our Birds Eye peas in soil  
that makes them extra-tasty.

(Frozen foods) Adv. from New  
York herald tribune, Feb. 24,  
1952, p. 28. Appl. author: Young  
& Rubicam, inc. © 24Feb52;  
KK76580.

GENERAL FOODS CORPORATION ©.

✓ We hit all your customers with six  
separate campaigns! ✓ (Dog food)  
Sheet. © 28Jan50; KK47037.

MAR 29 1950

GENERAL FOODS CORPORATION ©.

We hit all your customers with six  
separate campaigns! Gaines dog  
food. Sheet. © 28Mar50; KK49061.

MAY 19 1950

GENERAL FOODS CORPORATION ©.

We plant and grow only the sweetest  
juiciest kinds of strawberries.

Birds Eye frosted foods. Adv. from  
Life, Jan. 21, 1952. Appl. author:  
Young & Rubicam, inc. © 18Jan52;  
KK74639.

GENERAL FOODS CORPORATION ©.

we select special seed that will  
grow tender, slender, bright green  
beans. Birds Eye frosted foods.

Adv. from New York journal Amer-  
ican, Feb. 10, 1952. Appl. au-  
thor: Young & Rubicam, inc.

© 10Feb52; KK76579.

GENERAL FOODS CORPORATION ©.

A week of wonders with the Jell-O  
family of desserts. Folder. (1316)

© 15Apr49; KK36864.

GENERAL FOODS CORPORATION ©

Welcome as spring! Fluffy, golden-  
brown omelette. (Catsup) Sheet.

© 16Apr48; KK25157.

GENERAL FOODS CORPORATION ©.

We'll be so nice to come home to if  
you nourish every inch of us with  
Gaines! [From Life, Aug. 21, 1950,  
p. 62] (Dog Food) Sheet.  
© 18Aug50; KK52551.

SEP 12 1950

GENERAL FOODS CORPORATION ©.

We'll make you so proud, so happy!

[From Life, Apr. 9, 1951, p. 50]

(Dog food) Sheet. © 6Apr51;

KK60874.

MAY 1 0 1951

GENERAL FOODS CORPORATION ©.

We'll make you so proud, so happy.

Gaines, America's largest selling  
dog food. [From Better homes and  
gardens, May 1951, p. 313] Sheet.

© 26Apr51; KK61961.

MAY 31 1951

GENERAL FOODS CORPORATION ©.

What a buy! (Sweet peas) Clipping.

© 14Apr49; KK35160.

GENERAL FOODS CORPORATION ©

What a day! (Dog food) Clipping.

© 24 Oct 48; KK28867.

GENERAL FOODS CORP., New York.

What a glorious gift. (Dog food)

© 28Nov47; KK18219.

**GENERAL FOODS CORPORATION ©.**

What a good time he'll give you .. if  
you nourish every inch of him. (Dog  
food) Clipping. © 9Jan49 (in no-  
tice: 1948); KK31811.

General foods corp., claimant.

What a reward to you. (Dog food) —  
[Williamsport, Pa., Printed by Grit pub.  
co.] c1947.  
clipping.

Print.

© General foods corp., New York;  
8Jun47; KK14491.

6Aug47 re

KK 7368

General foods corporation, claimant

What Grandma Snider does to sizzling beef!  
(Catsup) [Chicago, Printed by Life] c1946.  
clipping.

Print.

Appl. author: Benton & Bowles, inc.

© 11-1-46; 2 c 11-13-46; New York; KK 7368.

mgo 12-19-46

GENERAL FOODS CORPORATION ©.

What have you got to say to the  
folks of Walla Walla? Birds Eye  
frosted foods. Adv. from Union-  
bulletin, Walla Walla, Wash.,  
Feb. 17, 1952, p. 13. Appl.  
author: Young & Rubicam, inc.  
© 17Feb52; KK76661.

GENERAL FOODS CORPORATION ©

What is this Vioetron in the new  
Gaines? (Dog food) Clipping. ©

4Jun48; KK23885.

GENERAL FOODS CORPORATION ©.

What makes Gaines so good? [From  
Westminster Kennel Club catalogue,  
Mar. 15, 1950, back cover p.]  
(Dog food) Sheet. © 15Mar50;  
KK53122.

OCT 2 - 1950

GENERAL FOODS CORPORATION ©

When action hits its peak. Gaines dog  
foods. [From Sports afield, Nov.  
1950, p. 113] Sheet. © 24Oct50;  
KK56023.

DEC 1 1 1950

GENERAL FOODS CORPORATION ©

When bounce counts, it pays to nourish every inch of your dog with Gaines. [From Sports afield, Mar. 1951, p. 117] Sheet. © 23Feb51; KK59940.

APR 18 1951

GENERAL FOODS CORPORATION ©.

When do we start? When the beagles  
give tongue and a cottontail flashes  
from cover ... (Dog food) Sheet.

© 24Jun49; KK40225.

GENERAL FOODS CORPORATION. ©

When I'm eating Jell-O, I wish I  
were a bee. (In Life, Oct. 11,  
1954, p. 187) Appl. author:  
Young & Rubicam, inc. © 7Oct54;  
KK102100.

GENERAL FOODS CORPORATION. ©

When I'm eating Jell-O, I wish I  
were an elephant. (In the Satur-  
day evening post, Mar. 27, 1954,  
p. 48) Appl. author: Young &  
Rubicam, inc. © 24Mar54; KK97882.

GENERAL FOODS CORPORATION. ©

When I'm eating Jell-O, I wish I  
were a flamingo. (In Life, July  
19, 1954, p. 36) Appl. author:  
Young & Rubicam, inc. © 16Jul54;  
KK99984.

GENERAL FOODS CORPORATION. ©

When I'm eating Jell-O, I wish I  
were a hippo. (In Life, Feb. 1,  
1954, p. 35) Appl. author: Young  
& Rubicam, Inc. © 29Jan54;  
KK96028.

GENERAL FOODS CORPORATION. ©

When I'm eating Jell-O, I wish I  
were a kangaroo. (In the Satur-  
day evening post, Feb. 27, 1954,  
p. 40) Appl. author: Young &  
Rubicam, inc. © 24Feb54; KK94956.

GENERAL FOODS CORPORATION. ©

When I'm eating Jell-O, I wish I  
were a leopard. (In the Saturday  
evening post, June 5, 1954, p. 81)  
Appl. author: Young & Rubicam,  
inc. © 3Jun54; KK98561.

GENERAL FOODS CORPORATION. ©

When I'm eating Jell-O, I wish I  
were a lion. (In Look, Feb. 23,  
1954, p. 91) Appl. author: Young  
& Rubicam, inc. © 9Feb54;  
KK96029.

GENERAL FOODS CORPORATION. ©

When we're having Jell-O, I wish I  
were a mule. (In the Saturday  
evening post, June 19, 1954, p.  
41) Appl. author: Young & Rubi-  
cam, inc. © 16Jun54; KK98560.

GENERAL FOODS CORPORATION. ©

When I'm eating Jell-O, I wish I  
were a peacock. (In Look, Jan.  
26, 1954, p. 45) Appl. author:  
Young & Rubicam, Inc. © 12Jan54;  
KK94437.

GENERAL FOODS CORPORATION. ©

When I'm eating Jell-O, I wish I  
were a pelican. (In Life, Jan.  
18, 1954, p. 34) Appl. author:  
Young & Rubicam, inc. © 15Jan54;  
KK94436.

GENERAL FOODS CORPORATION. ©

When I'm eating Jell-O, I wish I  
were a polar bear. (In the Satur-  
day evening post, Aug. 28, 1954,  
p. 11) Appl. author: Young &  
Rubicam, inc. © 25Aug54;  
KK102101.

GENERAL FOODS CORPORATION. ©

When I'm eating Jell-O, I wish I  
were a rabbit. (In Collier's,  
Aug. 20, 1954, p. 11) Appl. au-  
thor: Young & Rubicam, inc.

© 6Aug54; KK102103.

GENERAL FOODS CORPORATION. ©

When I'm eating Jell-O, I wish I  
were a rooster. (In the Saturday  
evening post, Jan. 30, 1954, p.  
40) Appl. author: Young & Rubi-  
cam, Inc. © 27 Jan 54; KK94438.

GENERAL FOODS CORPORATION. ©

When I'm eating Jell-O, I wish I  
were a sailfish. (In Look, Oct.  
5, 1954, p. 22) Appl. author:  
Young & Rubicam, inc. © 21Sep54;  
KK102102.

GENERAL FOODS CORPORATION. ©

When I'm eating Jell-O, I wish I were  
a seal. (In Life, May 24, 1954, p.  
145) Appl. author: Young & Rubi-  
cam, inc. © 21May54; KK100591.

GENERAL FOODS CORPORATION. ©

When I'm making Jell-O, I wish I were  
a turtle. (In the Saturday evening  
post, July 10, 1954, p. 63) Appl.  
author: Young & Rubicam, inc.

© 7Jul54; KK100592.

GENERAL FOODS CORPORATION. ©

When I'm eating Jell-O, I wish I were  
a whale. (In Look, May 18, 1954,  
p. 22) Appl. author: Young &  
Rubicam, inc. © 4May54; KK100590.

GENERAL FOODS CORPORATION. ©

When I'm eating Jell-O, I wish I  
were an octopus. (In Life, Mar.  
8, 1954, p. 51) Appl. author:  
Young & Rubicam, Inc. © 5Mar54;  
KK96027.

GENERAL FOODS CORPORATION ©.

Which has the calcium you need to  
add zest to your life? Post's  
Wheat Meal hot cereal. From  
Cappers farmer, Oct. 1953, p. 84.  
Appl. author: Young & Rubicam, inc.  
© 12Sep53; KK90852.

GENERAL FOODS CORPORATION ©.

White light, the key to better  
bluing. 11 p., illus. © 15Jan51  
(in notice: 1950); AA176618.

MAR 27 1951

**GENERAL FOODS CORPORATION ©.**

Who could say no to a salad like  
this? Now's the time for Jell-o  
salads. Adv. from Good house-  
keeping, Dec. 1952, p. 26. Appl.  
author: Young and Rubicam, inc.  
© 20Nov52; KK83608.

KK12117

General foods corp., claimant.

Who said dogs can't talk! (Dog food)  
[Chicago, Printed by Time, inc.] cl947.  
clipping.

Print.

Appl. author: Benton & Bowles, inc.

© General foods corp., New York;  
11Apr47; KK12117.

16May47 rs

KK12118

General foods corp., claimant.

Who said dogs can't talk! (Dog food)  
[Williamsport, Pa., Printed by Grit  
pub. co.] cl947.

clipping.

Print.

Appl. author: Benton & Bowles, inc.

© General foods corp., New York;  
13Apr47; KK12118.

16May47 rs

GENERAL FOODS CORPORATION ©.

Who would dream Brussels sprouts  
could make such a difference.

Birds Eye frosted foods. Adv.  
from Life, Apr. 14, 1952.

Appl. author: Young & Rubicam,  
inc. © 11Apr52; NK76660.

GENERAL FOODS CORPORATION ©

A willing worker when every inch of  
him is scientifically nourished with  
Gaines. ✓ (Dog food) Sheet.

© 27Dec49 (in notice: 1950); KK47203.

MAR 31 1950

GENERAL FOODS CORPORATION ©.

A willing worker when every inch of  
him is scientifically nourished  
with Gaines. (Dog food) Sheet.

© 24Jan50; KK47557.

APR 1 2 1950

GENERAL FOODS CORP., New York.

A wise dog. (Dog food) Clipping.

© Aug 17; 1915. 38.

General foods corp.

A wise dog feels it in his bones.  
(Dog food)  
clipping.

Print.

© General foods corp., New York;  
1Aug47; KK15239.

26Aug47 rs

GENERAL FOODS CORP. ©, New York.

With the greatest of ease.

28 p., illus. © 15Apr46;  
on illustrations; AA56970.

GENERAL FOODS CORP. ©, New York.

With the greatest of ease.

28 p., illus. © 1Jul43;

AA60164.

GENERAL FOODS CORPORATION ©

Wow! Homemade jams and jellies in  
15 minutes. [From the Evening  
bulletin, Providence, Apr. 5,  
1951, p. 39] (Pectin and frozen  
foods) Sheet. © 5Apr51; KK61390.

MAY 16 1951

GENERAL FOODS CORPORATION ©.

Yep! Gaines nourishes every inch of

Fido! (Dog food) Sheet.

© 6Aug48; KK25681.

GENERAL FOODS CORPORATION ©.

Yes, ma'am! Now you can have ...

(Snider's green beans) Clipping.

© 17Feb49; KK33257.

GENERAL FOODS CORPORATION ©.

Yes-siree-bob, I really go for this  
orange juice. In orange juice, too,  
Birds Eye is best. Adv. from Daily  
news, New York, Mar. 26, 1952, p.  
63. Appl. author: Young & Rubicam,  
inc. © 26Mar52; KK76651.

GENERAL FOODS CORPORATION ©

You - a cake queen! For perfect baking at high altitudes. (Cake flour) Folder. (1288-B) © 15Feb49; KK34355.

GENERAL FOODS CORPORATION ©.

You - a cake queen! No wonder most  
women choose Swans Down. [Cake il-  
lus.] (Cake flour) Folder.  
(1288-A) © 15Feb49; KK34356.

**GENERAL FOODS CORPORATION.**

**You and GF; a book of facts for  
field employes of the Sales  
Division. 39 p. illus.**

**© General Foods Corp.; 18ep52;  
AA222721.**

**GENERAL FOODS CORPORATION.**

**You and your leadership job. 11 p.  
illus. (Its Field management  
handbook, pt. 1) © General Foods  
Corp.; 29Dec52; A77802.**

**1. TITLE.**

**p**

GENERAL FOODS CORPORATION ©

You are the one who is missing the  
fun. Gaines dog foods. [From Life,  
Nov. 13, 1950, p. 68] Sheet.

© 10Nov50; KK56024.

DEC 1 1 1950

GENERAL FOODS CORPORATION ©.

You are the one who is missing the  
fun if you don't feed America's  
largest-selling dog food! Gaines.

[From Pathfinder, Nov. 29, 1950,  
p. 5] Sheet. © 22Nov50; KK56185.

DEC 1 2 1950

GENERAL FOODS CORPORATION ©.

You can count on cereals. 23 p.,  
illus. © 1Sep48; on revisions;  
AA92600.

**GENERAL FOODS CORPORATION ©.**

**You can see it's best. You can taste  
it's best. Birds Eye orange juice.  
Adv. from Buffalo news, Aug. 14,  
1952, p. 22. Appl. author: Young &  
Rubicam, inc. © 14Aug52; KK81207.**

KK 969

General foods corp., claimant.

You can thank grandma's recipe  
for that "homey flavor!" (Chili  
sauce) [Chicago, Printed by Life]  
cl946.

clipping.

Print.

Application author: Benton & Bowles,  
inc.

© 2-1-46; 2 c 2-12-46; New York;  
KK 969.

mgc 4-10-46

KK13388

General foods corp., claimant.

You can't beat Snider's catsup. (Catsup)  
[Chicago, Printed by Time, inc.] c1947.  
clipping.

Print.

Appl. author: Benton & Bowles, inc.

© General foods corp., New York;

16May47; KK13388.

25Jun47 rs

GENERAL FOODS CORPORATION ©.

You can't miss! Gaines. [From  
American field, Sept. 9, 1950,  
p. 263] (Dog food) Sheet.  
(GD-46) © 24 Aug 50; KK54059.

001 2 6 059

GENERAL FOODS CORPORATION ©.

You just don't know chili sauce.

Clipping. © 12Nov48; KK29212.

GENERAL FOODS CORPORATION ©.

You just heat 'em up and eat 'em  
up. Birds Eye whipped potatoes.  
Adv. from Philadelphia bulletin,  
Jan. 22, 1953. Appl. author:  
Young & Rubicam, inc. © 22Jan53;  
KK86662.

**GENERAL FOODS CORPORATION ©.**

**You never tasted such thrillers.**

**Birds Eye frosted foods fish  
sticks. Adv. from Erie, Pa.,  
times, June 26, 1952, p. 17.**

**Appl. author: Young & Rubicam,  
inc. © 26Jun52; KK77575.**

GENERAL FOODS CORPORATION ©.

You'll love your dog more than ever,  
when every inch of him is nourished  
by Gaines. [From Life, Feb. 5,  
1951, p. 46] (Dog food) Sheet.  
(61) © 2Feb51; KK58468.

FEB 27 1951

GENERAL FOODS CORPORATION ©.

Your best buy is Birds Eye. In  
fruit juices ... (Frozen foods)  
Adv. from western family, June 5,  
1952, p. 33. Appl. author: Young  
& Rubicam, inc. © 5Jun52;  
KK76575.

GENERAL FOODS CORP. New York.

Your cake making future! (8649)

(Cake flour) Folder. ©

1Aug47: KK15887.

GENERAL FOODS CORPORATION ©

Your dog has a way. (Dog food)

Clipping. © 8Oct48; KK27863.

GENERAL FOODS CORPORATION ©.

Your dog will be crazy about you!

[From Pathfinder, July 12, 1950,

p. 5] (Dog food) Sheet.

© 12Jul50; KK51611.

AUG - 2 1951

GENERAL Foods Corporation. SEE  
Your family dog.

GENERAL FOODS CORPORATION ©

Your favorite breed of dog. (Dog  
food) Clipping. © 10Nov48;  
KK29205.

GENERAL FOODS CORPORATION ©.

Your favorite recipes with  
D-Zerta. [Form 9076] 16 p.,  
col. illus. © 15Apr48;  
AA80515.

GENERAL FOODS CORPORATION ©.

Your favorite recipes with D-Zerta.

(Gelatin) 16 p. (1425-A)

© 1May49; KK36865.

GENERAL FOODS CORPORATION ©.

Your favorite snapshot in a beautiful pin, ring, or tie-clasp setting.

(Dog food) Clipping. © 10Nov48;

KK29204.

GENERAL FOODS CORPORATION ©.

Your reward is so big. Gaines dog  
foods. Sheet. © 2Jun50; KK51158.

JUL 18 1950

**GENERAL FOODS CORPORATION. ASSOCIATED  
PRODUCTS DIVISION.**

**Now's the time for Jell-o. Adv. from  
Life, Mar. 17, 1952. Appl. author:  
Young & Rubicam, Inc. © 14Mar52;  
KK73565.**

GENERAL FOODS CORPORATION. Birds Eye

Snider Division C.

All us girls go for Birds Eye. (Frozen foods) Sheet.

[From Buffalo news, Nov. 16, 1950,  
p. 27] (394) © 16Nov50; KK59864.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

All us girls go for Birds Eye. (Frozen foods) Sheet.

[From Cincinnati times star, Nov.

16, 1950] (391 rev. 2)

© 16Nov50; KK59868.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

All us girls go for Birds Eye. (Frozen foods) Sheet.

[From Cleveland press, Nov. 16,  
1950, p. 50] (391 rev. 1)

© 16Nov50; KK59869.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

All us girls go for Birds Eye. (Frozen foods) Sheet.

[From Daily news, New York, Nov. 17,  
1950, p. 67] (332 rev. 1)

© 17Nov50; KK59881.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©

All us girls go for Birds Eye. (Frozen foods) Sheet.

[From Fort Worth star telegram,

Nov. 17, 1950, p. 10] (392 rev.

1) © 17Nov50; KK59866.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

All us girls go for Birds Eye. (Frozen  
foods) Sheet.

[From Indianapolis news, Nov. 16,  
1950, p. 40] (392) © 16Nov50;  
KK59867.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

All us girls go for Birds Eye. (Frozen foods) Sheet.

[From New Haven register, Nov. 16,  
1950, p. 40] (393 rev. 2)

© 16Nov50; KK59865.

APR 16 1951

GENERAL FOODS CORPORATION. Birds

Eye Snider Division ©.

All us girls go for Birds Eye.

[From New York journal American,  
Nov. 16, 1950, p. 23] (Frozen  
foods) Sheet. (393) © 16Nov50;  
KK60890.

MAY 10 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Aw, Ma, I'm in a hurry. (Orange  
juice) Clipping. (Ad no. 95)  
© 30Sep48; KK31255.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Before we pick the oranges, we test  
the juice ... Birds Eye orange  
juice. Sheet from New York Journal-  
American, June 10, 1951. © 10Jun51;  
KK64785.

SEP 10 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Before we pick the oranges, we test  
the juice ... Birds Eye orange  
juice. (Frozen foods) Sheet from  
New York Journal-American, July 8,  
1951. © 8Jul51; KK65598.

OCT - 1 1951

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

Best eating in town, Birds Eye.

(Frozen foods) Sheet. [From Detroit  
news, Mar. 15, 1951] (422 B rev.)

© 15Mar51; KK62600.

JUN 25 1951

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

Best eating in town, Birds Eye.

(Frozen foods) Sheet. [From Western  
family, Mar. 22, 1951] (422-B)

© 22Mar51; KK62601.

JUN 25 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Best eating in town, Birds Eye. Tender young peas, work-free spinach, broccoli spears, orange juice.  
(Frosted foods) Sheet from Western family, Sept. 20, 1951, p. 11.  
© 1Aug51; KK66804.

NOV - 6 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

✓ Better buy Birds Eye! First again! ✓  
(Frozen foods) Sheet. © 15Dec49;  
KK45275.

FEB 8 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Better - buy - Birds Eye! (Frosted  
foods) Sheet. © 16Sep49; KK41644.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Betty gets a move on! Birds Eye Cod  
fillets. (Frozen cod fillets)  
Sheet. © 8Mar50; KK49611.

JUN 1 2 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Big, buttery, thin-skinned Fordhook  
lima beans. (Frozen lima beans)  
Sheet. © 15Mar50; KK49602.

JUN 1 2 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Big sale! Price slashed to 25cts.

(Birds Eye products) Sheet.

© 23Mar49; KK38281.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

✓ Big sale on. Peas. Fordhook lima  
beans." Ocean perch. Frying chicken.  
Orange juice. (Frozen foods)  
Sheet. © 25May49; KK45274.

FEB 8 1950

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

Birds Eye beats any french fries you  
ever bit into. [From Life, Dec. 11,  
1950] Sheet. (325) © 8Dec50;  
KK59008.

MAR 20 1951

Revised

GENERAL FOODS CORPORATION. Birds Eye-  
Snider Division ©.

The Birds Eye bird. Birds Eye -  
bound to be better! (Frozen food)  
Sheet. © 3Aug49; KK41648.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

The Birds Eye bird. Boy, what I could  
do to a pile of french fries!  
(Frozen french fries) Sheet.

© 24Jan50; KK49601.

JUN 1 2 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

The Birds Eye bird. For Pete's sake!  
Does it take all night to fix a  
couple of fish? (Frozen foods)  
Sheet. © 14Mar50; KK50231.

JUN 26 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.  
The Birds Eye bird. (Frozen foods)  
Sheet.

Boy! What I'd give for a big dish  
of sliced peaches and cream!

[From the Sun-telegraph, Pitts-  
burgh, Apr. 18, 1950] (263)

© 18Apr50; KK51434.

SEP 8 1950

*Revised*

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.  
The Birds Eye bird. (Frozen foods)  
Sheets.

Gee, but I have a hankering for  
/ sweet, new peas! [From the Sun-  
telegraph, Pittsburgh, May 2,  
1950] (265) © 2May50; KK51426.

AUG 10 1950

*Revised*

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

✓ The Birds Eye bird. Go ahead! Spend  
the whole afternoon messing with  
vegetables! ✓ (Frozen vegetables)  
Sheet. © 6Dec49; KK45262.

FEB 8 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.  
The Birds Eye bird. (Frozen foods)  
Sheet.

I closed the deal, baby! Birds Eye  
french fried potatoes ... frozen  
perch. [From the Sun-telegraph,  
Pittsburgh, Apr. 11, 1950] (262)  
© 11Apr50; KK51433.

SEP 8 1950

*Revised*

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

✓ The Birds Eye bird. If my doctor had  
to squeeze oranges for 4 kids ... ✓  
(Frozen orange juice) Sheet.

© 10May49; KK45273.

FEB 8 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

The Birds Eye Bird ... Jay, you  
lucky stiff. (Quick frozen corn)  
Sheet. © 9Nov49; KK43870.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

The Birds Eye bird. Lima bean succo-  
tash. (Frozen foods) Sheet.

© 28Mar50; KK49556.

JUN - 8 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

The Birds Eye Bird ... Look, dear,  
all I said was ... (Quick frozen  
lima beans) Sheet. © 25Oct49;  
KK43874.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

The Birds Eye Bird ... Not-ther, I  
know he loves fish. (Quick-fro-  
zen haddock) Sheet. © 1Nov49;  
KK43872.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.  
The Birds Eye bird. (Frozen foods)  
Sheet.

Nobody I know fixes vegetables to  
touch Betty's. [From Pittsburgh  
sun-telegraph, Apr. 4, 1950]  
(261) © 4Apr50; KK54095.

OCT 23 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

The Birds Eye Bird ... Swell time,  
Lil. (Quick frozen green peas)  
Sheet. © 28Sep49; KK43908.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

The birds eye bird. That Bob!  
Telling me at 5:30 that the boss  
is crazy about French-style green  
beans! (Frosted green beans)  
Sheet. © 30Nov49; KK44599.

JAN 19 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

The Birds Eye bird. That family of  
mine wouldn't love peas so much if  
they had to shell them. (Frozen  
peas) Sheet. ©17Jan50; KK49615.

JUN 1 2 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

The Birds Eye Bird ... Tired cooking  
... (Quick frozen peaches) Sheet.

© 15Nov49; KK43868.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

The Birds Eye Bird ... Too bad Ann ...  
(Quick frozen frying chicken)

Sheet. © 11Oct49; KK43865.

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©

The Birds Eye bird. (Frozen foods)

Sheets.

What's the use in planting flower  
seeds? Fordhook lima beans.

[From the Sun-telegraph, Pitts-  
burgh, Apr. 25, 1950] (264)

© 25Apr50; KK51425.

AUG 10 1950

Revised

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

✓ The Birds Eye bird. Why doesn't  
somebody think up something new ... ✓  
(Frozen strawberries) Sheet.

© 13Dec49; KK45244.

FEB 7 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

✓The Birds Eye bird. Why in thunder  
don't you squeeze the oranges in  
the morning? ✓ (Frozen orange  
juice) © 5May49; KK45276.

FEB 8 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

The Birds Eye bird. Why in thundera-  
tion do you ask your friends over  
and leave me to do the entertain-  
ing? (Frozen spinach) Sheet.

© 7Mar50; KK49614.

JUN 12 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

The Birds Eye Bird ... You won't  
eat vegetables. (Quick frozen  
mixed vegetables) Sheet.

© 27Sep49; KK43889.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Birds Eye eats are wonderful treats.  
(Frozen foods)

Fantail shrimp. Sheet from Detroit  
news, May 10, 1951, p. 48.

© 10May51; KK65597.

OCT - 1 1951

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

Birds Eye eats are wonderful treats.

(Frozen foods)

Frying chicken, chicken parts.

Sheet from Western family, May 3,  
1951, p. 24A1. © 3May51; KK65595.

OCT - 1 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Birds Eye eats are wonderful treats.  
(Frozen foods)

Tomato juice. Sheet from Newark,  
N. J., news, May 10, 1951, p. 24.  
© 10May51; KK65596.

OCT - 1 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

The Birds Eye kids say thanks to  
Walla Walla. [From Union-bulletin,  
Walla Walla, Wash., 1951 progress  
ed., p. 33] (Frozen foods) Sheet.  
(413) © 19Feb51; KK62604.

JUN 25 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Birds Eye peas make big hit with  
shoppers! They're preferred by 8  
out of 10 women users! (Frozen  
foods) Sheet. © 10Jan50; KK48319.

MAY - 2 1950

1/11 - 26 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Birds Eye spinach is super eatin'.

(Frozen foods) Sheet from Life.

Jan. 15, 1951. © 12Jan51; KK64782.

SEP 10 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Birds Eye strawberries going great  
guns everywhere. (Frozen straw-  
berries) Sheet. © 10Mar50;  
KK49608.

JUN 1 2 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Boo Hoo! My husband. (Orange juice)  
Clipping. (Ad no. 86) © 8Jul48;  
KK31260.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Bound to be better. Birds Eye Snider  
Division. [From Quick frozen foods  
annual report, 1950, p. 79] (Frozen  
foods) Sheet. (291) © 1Sep50;  
KK58433.

FEB 27 1951

GENERAL FOODS CORPORATION, Birds Eye  
Snider Division ©,

Boy oh boy! Birds Eye orange juice.

[From Good housekeeping, Oct. 1950,  
p. 205] Sheet, (274A) © 20Sep50;  
KK26800.

JAN 22 1951

GENERAL FOODS CORPORATION. BIRDS EYE  
SNIDER DIVISION ©.

Brand-new fruit juice thriller!

Birds Eye frosted foods. Concentra-  
ted pineapple juice. Adv. from  
New Haven, Conn. register, Sept.  
18, 1951, p. 4. Appl. author:  
Young & Rubican, inc. © 18Sep51;  
KK70722.

MAR 17 1952

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Calling all husbands! Watch for  
Birds Eye weekly features. (Frozen  
foods) Sheet. © 18Jan50;  
KK48316.

MAY - 2 1950

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

Carrie catches on ... Look Carrie ...

Birds Eye quick-frozen lima beans.

Sheet. © 19Oct49; KK43875.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Costs less than most canned juice!

Birds Eye garden-fresh tomato  
juice. (Frozen concentrated toma-  
to juice) Sheet. © 4Jan50;  
KK49609.

JUN 12 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Cut your vegetable bills up to  $\frac{1}{3}$   
with Birds Eye. [From Newark news,  
Newark, N. J., Mar. 15, 1951,  
p. 22] (Frozen foods) Sheet.  
(439B) © 15Mar51; KK62603.

JUN 25 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Daisy serves up a dandy! Birds Eye  
quick-frozen mixed vegetables.

[From the Saturday evening post,  
May 27, 1950] Sheet. (229)

© 24 May 50; KK51431.

GENERAL FOODS CORPORATION. BIRDS EYE  
SNIDER DIVISION ©.

Delicious eatin', can't be beaten,  
Birds Eye, rah! Birds Eye peas  
taste better. Birds Eye frosted  
foods. Adv. from St. Louis, Mo.  
post dispatch, Sept. 13, 1951,  
p. 14D. Appl. author: Young &  
Rubicam, inc. © 13Sep51; KK70525.

GENERAL FOODS CORPORATION. BIRDS EYE  
SNIDER DIVISION ©.

Delicious eatin', can't be beaten,  
Birds Eye, rahi! Corn tastes just-  
picked! Birds Eye frosted foods.  
Adv. from Western family, Nov. 1,  
1951, p. 471. Appl. author:  
Young & Rubicam, inc. © 1Nov51;  
KK70523.

17 1952

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Doris comes up with low-cost winner!  
Birds Eye quick-frozen green beans.  
{From Life, Apr. 3, 1950} Sheet.  
(221) © 31Mar50; KK51428.

AUG - 3 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©

Doris discovers it's easy to eat fancy. Birds Eye. [From Life, Sept. 18, 1950] (Frozen green beans) Sheet. (288) © 15Sep50; KK56802.

JAN 22 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Enter now. Contest closing soon.

Birds Eye frosted foods. [From  
Cleveland press, Dec. 7, 1950, p.  
50] Sheet. (338) © 7Dec50;  
KK59877.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Enter now! Contest closing soon.

[From Columbus dispatch, Columbus,  
Ohio, Dec. 7, 1950, p. 50]

(Frozen foods) Sheet. (341)

© 7Dec50; KK60895.

MAY 1 0 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Even the fussiest folks say Birds Eye  
orange juice tastes better than  
just squeezed! (Frozen orange  
juice) Sheet. © 24Feb50; KK49613.

JUN 1 2 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Even the fussiest folks say Birds  
Eye orange juice tastes better  
than just-squeezed! (Quick-fro-  
zen orange juice) Sheet.

© 12Jan50; KK48314.

MAY - 2 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Even the fussiest folks say ...

Birds Eye quick-frozen pure concentrated orange juice. Sheet.

© 18Nov49; KK43876.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Everybody's welcome. Birds Eye frost-  
ed foods cordially invites you to  
attend open house. [From Janes-  
ville argus, Janesville, Minn.,  
Oct. 12, 1950] Sheet. (366)  
© 12oct50; KK59857.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

\$15,000 cash prize. [From Columbus  
dispatch, Columbus, Ohio, Nov. 9,  
1950, p. A-25] (Frozen foods)  
Sheet. (334) © 9Nov50; KK60897.

MAY 10 1951

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

\$15,000 in cash prizes. (Frozen  
foods) Sheet.

Just name us Birds Eye kids. [From  
Cincinnati times star, Nov. 9,  
1950, p. 10] (331 rev. 2)  
© 9Nov50; KK59882.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

\$15,000 in cash prizes. (Frozen  
foods) Sheet.

Just name us Birds Eye kids. [From  
Cleveland press, Nov. 9, 1950, p.  
55] (331 rev. 1) © 9Nov50;  
KK59883.

APR 16 1951

GENERAL FOODS CORPORATION, Birds Eye  
Slider Division ©.

\$15,000 in cash prizes! Just name us  
Birds Eye kids! [From Life, Oct.  
30, 1950] (Frozen Foods) Sheet.  
(307) © 2700t50; KK56804.

JAN 22 1951

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

\$15,000 in cash prizes. (Frozen  
foods) Sheet.

Just name us Birds Eye kids. [From  
New Haven register, Nov. 9, 1950,  
p. 37] (331) © 9Nov50; KK59884.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

\$15,000 cash prizes. Name us Birds  
Eye kids. [From Columbus dis-  
patch, Columbus, Ohio, Nov. 9,  
1950, p. A-25] (Frozen foods)  
Sheet. (334) © 9Nov50; KK60897.

JUN 21 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

\$15,000 cash prizes. (Frozen foods)  
Sheet.

Name us Birds Eye kids. [From Port  
Worth star telegram, Nov. 10,  
1950, p. 5] (334 rev. 1)  
© 10Nov50; KK59879.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

\$15,000 cash prizes. (Frozen foods)  
Sheet.

Name us Birds Eye kids. [From In-  
dianapolis news, Nov. 9, 1950, p.  
50] (334 rev. 2) © 9Nov50;  
KK59878.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

The first garden fresh tomato juice  
... Sheet. © 22Nov49; KK44972.

JAN 31 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

✓ The first garden fresh tomato juice  
costs less per glass than most  
canned juice! ✓ (Frozen tomato  
juice) Sheet. © 7Dec49; KK45243.

FEB 7 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

The first garden-fresh tomato juice  
costs less per glass than most  
canned juice! Tastes like home-  
made tomato juice! (Frozen tomato  
juice) Sheet. © 16Nov49; KK45277.

FEB 8 1950

GENERAL FOODS CORPORATION. BIRDS EYE.

SNIDER DIVISION ©.

First with Birds Eye, chopped  
broccoli! Birds Eye quick-frozen  
chopped broccoli. Adv. from  
Worcester, Mass. gazette, Dec. 11,  
1951, p. 34. Appl. author: Young  
& Rubicam, Inc. © 11Dec51; KK70723.

MAR 17 1952

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Frozen food retailers, please note.

Birds Eye frosted foods. [From  
Harrisburg news, Nov. 16, 1950,  
p. 17] Sheet. (380) © 16Nov50;  
KK59870.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Fussy folks say Birds Eye [frozen] orange juice tastes better than just-squeezed. [From the New Yorker, Apr. 22, 1950] Sheet. (222A)

© 20Apr50; KK51429.

100-8-150

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Fussy folks say Birds Eye [frozen] orange juice tastes better than just-squeezed. [From the New Yorker, May 27, 1950] Sheet. (255A)

© 25May50; KK51432.

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

Fussy folks say Birds Eye orange juice  
tastes better than just-squeezed!

[From Ladies' home journal, July  
1950, p. 2] Sheet. (257)

© 30Jun50; KK54094.

OCT 23 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

✓ Garden-fresh tomato juice costs less  
than most canned juice! Birds Eye  
quick-frozen tomato juice ... ✓  
Sheet. © 28Dec49; KK45263.

FEB 8 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Going Mrs. Jay one better ... Birds  
Eye quick-frozen corn. Sheet.

© 3Nov49; KK43871.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Golden opportunity sale. Birds Eye  
frosted foods; quick-frozen orange  
juice. [From San Francisco call  
bulletin, Oct. 5, 1950, p. 1F]  
Sheet. (363A) © 50ct50; KK59859.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

Gotta rush, honey! I'll get breakfast  
downtown. (Orange juice) Clip-  
ping. © 16Mar49; KK37688.

GENERAL FOODS CORPORATION. BIRDS EYE  
SNIDER DIVISION ©.

Greetings from Birds Eye to all our  
good friends at the Florida State  
Retail Grocers' Convention. Birds  
Eye brand frosted foods. (Frozen  
foods) Adv. from Florida state  
association of retail grocers,  
convention 1951. Appl. author:  
Young & Rubicam, inc. © 7Oct51;  
KK72713.

GENERAL FOODS CORPORATION. BIRDS EYE  
SNIDER DIVISION ©.

Greetings from Birds Eye to all our  
good friends at the Oklahoma  
Retail Grocers' Association  
convention. Birds Eye frosted foods.  
Adv. from Oklahoma food journal,  
Convention 1951. Appl. author:  
Young & Rubicam, inc. © 1Nov51;  
KK70521.

MAR 17 1952

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Greetings from Birds Eye to all our  
good friends at the Texas Retail  
Grocers' Convention. Birds Eye  
frosted foods. Sheet from Texas  
food merchant, convention issue  
1951, p. 63. © 1Aug51; KK66817.

NOV - 8 1951

GENERAL FOODS CORPORATION. BIRDS EYE  
SNIDER DIVISION ©.

Greetings from Birds Eye to all our  
good friends in ... (Frozen foods)  
Adv. from Louisiana grocer journal,  
Aug. 1951, p. 30. Appl. author:  
Young & Rubicam, inc. © 23Aug51;  
KK72541.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Grocers, get on the Birds Eye orange  
juice band wagon. Quick-frozen or-  
ange juice. [From Grocer graphic,  
Oct. 10, 1950, p. 36] Sheet.  
(363) © 10oct50; KK59858.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Hattie hits back ... Birds Eye  
quick-frozen green peas. Sheet.

© 30Sep49; KK43903.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Here's orange juice a man can really  
go for - Birds Eye! [From Herald  
journal, Syracuse, N. Y., June 1,  
1950] Sheet. (294) © 1Jun50;  
KK54072.

007 23 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Here's orange juice ... Birds Eye!

The best costs no more! [From

Daily news, New York, June 29,  
1950] Sheet. (301) © 29Jun50;

KK54076.

OCT 23 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Hi-diddle-dee. Garden-fresh tomato  
juice for me. Birds Eye frosted  
foods. [From New York world tele-  
gram and sun, Dec. 6, 1950, p. 50]  
Sheet. (349) © 6Dec50; KK59892.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

How to hush up your in-laws. Birds  
Eye quick-frozen lima beans. [From  
the Saturday evening post, Apr. 22,  
1950] Sheet. (213) © 19Apr50;  
KK51427.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

How to make a man peach-happy ...

Birds Eye quick-frozen sliced  
peaches. Sheet. © 11Nov49;

KK43869.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

How to sweeten a sourpuss. Birds Eye  
bound to be better. (Frozen foods)  
Sheet. © 8Feb50; KK48317.

MAY - 2 1950

GENERAL FOODS CORPORATION. BIRDS EYE  
SNIDER DIVISION ©.

Hurray! An exciting new juice!

Birds Eye quick-frozen concentrated  
pineapple juice. Adv. from New  
Haven, Conn. register, Sept. 25,  
1951, p. 15. Appl. author: Young  
& Rubicam, inc. © 25Sep51; KK70724.

MAR 17 1952

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

I married a heartless orange juice  
guzzler! Clipping. © 30Mar49;  
KK37691.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

I only drink garden-fresh tomato  
juice. Birds Eye frosted foods.

[From New York world telegram and  
sun, Nov. 29, 1950, p. 42] Sheet.  
(348) © 29Nov50; KK59893.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

I reckon nuthin's as good as Birds  
Eye. (Frozen foods) Sheet.

[From Buffalo news, Nov. 20, 1950,

p. 14] (398) © 20Nov50;

KK59872.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

I reckon nuthin's as good as Birds  
Eye. (Frozen foods) Sheet.

[From Cleveland press, Nov. 20,  
1950, p. 23] (395 rev. 3)

© 20Nov50; KK59863.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

I reckon nuthin's as good as Birds  
Eye. (Frozen foods) Sheet.

[From Columbus dispatch, Columbus,  
Ohio, Nov. 20, 1950, p. 8-B]

(396 rev. 2) © 20Nov50; KK60624.

MAY 1 - 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

I reckon nuthin's as good as Birds  
Eye. (Frozen foods) Sheet.

[From Daily news, New York, Nov.  
21, 1950, p. 37] (333 rev. 3)

© 21Nov50; KK59880.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

I reckon nuthin's as good as Birds  
Eye. (Frozen foods) Sheet.

[From Fort Worth star telegram,  
Nov. 21, 1950, p. 11] (396 rev.  
1) © 21Nov50; KK59860.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

I reckon nuthin's as good as Birds  
Eye. (Frozen foods) Sheet.

[From Indianapolis news, Nov. 20,  
1950, p. 30] (396) © 20Nov50;  
KK59861.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

I reckon nuthin's as good as Birds  
Eye. (Frozen foods) Sheet.

[From New Haven register, Nov. 20,  
1950, p. 36] (397 rev. 1)

© 20Nov50; KK59871.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

I reckon nuthin's as good as Birds  
Eye. (Frozen foods) Sheet.

[From St. Louis post dispatch, Nov.  
20, 1950, p. 17A] (395)

© 20Nov50; KK59862.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division C.

I spy Birds Eye, the better buy.  
(Frozen foods) Sheet. [From Detroit  
news, Feb. 15, 1951] (421-B rev.)  
© 15Feb51; KK62599.

JUN 25 1951

GENERAL FOODS CORPORATION. Birds

Eye Snider Division ©.

I spy Birds Eye, the better buy.

(Frozen foods) Sheet. [From

New York world telegram & Sun,

Feb. 8, 1951] (421-B)

© 8Feb51; KK62597.

JUN 25 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division C.

I spy Birds Eye, the better buy.  
(Frozen foods) Sheet. [From Pro-  
vidence bulletin, Feb. 15, 1951]  
(421D)

© 15Feb51; KK62598.

JUN 25 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

I wish orange juice. Clipping. (Ad  
no. 96) © 7Oct48; KK31251.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

I'd love to serve fresh peas. Clip-  
ping. (Ad no. 127) © 4Nov48;  
KK31259.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

I'd never get married if I had to  
squeeze orange juice every morning  
for daddy and all the kids! Clip-  
ping. © 13Apr49; KK37692.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

If I had curly hair. (Orange juice)  
Clipping. (Ad no. 92) © 9Sep48;  
KK31258.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

If I squeeze another orange. (Orange  
juice) Clipping. (Ad no. 89)

© 29Jul48; KK31263.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

I'm beat! Taking care of 2 kids with  
colds and squeezing dozens of  
oranges every day. (Orange juice)  
Clipping. © 6Apr49; KK37690.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

I'm dying for a nice big glass of real  
orange juice. Clipping. (Ad no.  
88) 22Jul48; KK31262.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

I'm so weary squeezing oranges. (Or-  
ange juice) Clipping. (Ad no. 87)

© 15Jul48; KK31261.

GENERAL FOODS CORPORATION. Birds

Eve Snider Division ©.

Introductory sale. [From New York  
world telegram & Sun, Oct. 4,  
1950, p. 45] (Frozen tomato  
juice) Sheet. (355) © 4 Oct 50;  
KK60892.

MAY 10 1951

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©

It pays to give the ladies what they  
want. Birds Eye. (Frozen foods)  
Sheet from Quick frozen foods, Apr.  
1951, p. 18. © 10Apr51; KK64784.

SEP 10 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

It's for you! Birds Eye. [From Food  
world, Sept. 6, 1950, p. III (Pro-  
zen foods) Sheet. (343) © 6Sep50;  
KK56806.

JAN 22 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©

It's garden fresh tomato juice and  
costs less per glass than most  
canned juice! Sheet. © 30Nov49;  
KK44973.

JAN 31 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

It's only grown where spinach grows  
best. We pick Birds Eye spinach  
young ... (Frozen foods) Sheet  
from Life, Sept. 17, 1951.

© 14Sep51; KK66818.

NOV - 6 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Jeepers. Now garden-fresh tomato  
juice. Birds Eye frosted foods.

[From New York world telegram and  
sun, Dec. 27, 1950, p. 31] Sheet.

(350) © 27Dec50; KK59889.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©

Just once I'd like to see you look  
and act alive in the morning!

(Orange juice) Clipping. (Ad. 91)

© 12Aug48; KK32393.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Just to remind you of a profitable  
fact. Birds Eye. (Frozen foods)  
Sheet from New Jersey grocer, June  
1951, p. 7. © 4Jun51; KK64786.

SEP 10 1951

GENERAL FOODS CORPORATION. BIRDS EYE  
SNIDER DIVISION ©.

Let's get together at the convention!

We have lots of things we want to  
talk over with you ... Birds Eye.

(Frozen foods) Adv. from California  
grocers advocate, Sept. 7, 1951.

Appl. author: Young & Rubicam, inc.

© 7Sep51; KK72542.

GENERAL FOODS CORPORATION. Birds

Eye Snider Division ©.

Limited time only. [From New York  
world telegram & Sun, Oct. 11,  
1950, p. 62] (Frozen tomato juice)  
Sheet. (357) © 11oct50; KK60891.

MAY 1 0 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Maggie turns magician. Birds Eye  
ocean perch fillets. (Frozen  
foods) Sheet. © 17Feb50; KK48318.

MAY - 2 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Mama goes on a sit-down strike! Birds  
Eye. [From Life, July 17, 1950]  
(Frozen broccoli) Sheet. (273)  
© 14Jul50; KK54092.

OCT 23 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Mama goes on a sit-down strike! Birds  
Eye. [From Life, Oct. 16, 1950, p.  
60] (Frozen broccoli) Sheet.  
(320) © 13Oct50; KK56808.

JAN 22 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

✓ Merry discovers long cake. Why  
doesn't somebody think up some-  
thing new for holiday serving?  
(Frozen strawberries) Sheet.

© 9Dec49; KK45272.

FEB 8 1950

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

Mrs. Dee cheats the clock. Birds Eye.

[From Life, June 26, 1950] (Frozen  
lima beans) Sheet. (259)

© 23Jun50; KK54093.

OCT 23 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Mrs. Why shines at Thanksgiving ...  
Birds Eye quick-frozen green peas.  
Sheet. © 16Nov49; KK43866.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Mmm! It's Birds Eye orange juice!

[From Herald Journal, Syracuse,

N. Y., June 8, 1950] Sheet. (296)

© 8Jun50; KK54074.

1950

*Handwritten signature*

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

MMM-Sweet! MMM-Milky! MMM-Birds

Eye. [From Life, Feb. 19, 1951]

(Frozen foods) Sheet. (367)

© 16Feb51; KK62608.

JUN 25 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Mmm! Why settle for any but the best?

Birds Eye. [From Daily news, New  
York, June 14, 1950, p. 51]

(Orange juice) Sheet. (302)

© 14Jun50; KK54077.

OCT 23 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Molly charms the clan. Birds Eye  
corn. (Frozen corn) Sheet.

© 17Mar50; KK49610.

JUN 1 2 1950

GENERAL FOODS CORPORATION. BIRDS EYE  
SNIDER DIVISION ©.

Mom always says, and thank goodness  
for Birds Eye vegetables! Birds  
Eye frosted foods. Adv. from  
Boston, Mass. advertiser (American  
weekly), Nov. 11, 1951. Appl.  
author: Young & Rubicam, inc.  
© 11Nov51; KK70524.

MAR 17 1952

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©

Mom just loves Birds Eye. [From  
Binghamton press, Dec. 7, 1950, p.  
29] (Frozen foods) Sheet. (342)  
© 7Dec50; KK59874.

APR 16 1951

GENERAL FOODS CORPORATION, Birds

Eye Snider Division ©

Mom just loves Birds Eye. (Frozen  
foods) Sheet.

[From Buffalo news, Dec. 21, 1950,  
p. 191 (342) © 21Dec50; KK60893.

MAY 10 1951

GENERAL FOODS CORPORATION. Birds

Eye Snider Division C.

Mom just loves Birds Eye. (Frozen  
foods) Sheet.

[From Columbus dispatch, Columbus,  
Ohio, Dec. 21, 1950, p. 4-B] (342)  
© 21Dec50; KK60894.

MAY 10 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Mom just loves Birds Eye. (Frozen  
foods) Sheet.

[From Detroit times, Dec. 21, 1950,  
p. 34] (420) © 21Dec50; KK60625.

MAY 1 - 1951

GENERAL FOODS CORPORATION. Birds Eye

Snider Division C.

Mom just loves Birds Eye. (Frozen  
foods) Sheet.

[From New York Journal American,  
Dec. 20, 1950, p. 21] (337)

© 20Dec50; KK60896.

MAY 10 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Mom just loves Birds Eye. [From  
Western family, Dec. 21, 1950,  
p. 8A8] (Frozen foods) Sheet.  
(342A) © 21Dec50; KK59007.

MAR 14 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Mom says Birds Eye foods are fresh as  
spring. (Frozen foods)

Fantail shrimp. Sheet from Detroit  
news, Apr. 12, 1951, p. 14.

© 12Apr51; KK65594.

OCT - 1 1951

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

Mom says Birds Eye foods are fresh as  
spring. (Frozen foods)

Mixed vegetables, green peas.

Sheet from Western family, Apr. 5,  
1951, p. 16A. © 5Apr51; KK65592.

OCT - 1 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Mom says Birds Eye foods are fresh as  
spring. (Frozen foods)

Tomato juice. Sheet from Newark,

N. J., news, Apr. 12, 1951, p. 24.

© 12Apr51; KK65593.

OCT - 1 1951

GENERAL FOODS CORPORATION. BIRDS  
EYE SNIDER DIVISION ©.

Home's pride and joy, Birds Eye!  
Birds Eye frosted foods. Adv.  
from Western family, Dec. 6, 1951,  
p. 33. Appl. author: Young &  
Rubican, inc. © 6Dec51; KK70520.

MAR 17 1952

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

More moms go for the quality brand,  
Birds Eye. [From Quick frozen  
foods, Mar. 1951, p. 28] (Frozen  
foods) Sheet. (425) © 10Mar51;  
KK62602.

JUN 25 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

My children are little fiends! (Or-  
ange juice) Clipping. (Ad no. 90)

© 5Aug48; KK31264.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

My husband's an old meanie! (Orange  
juice) Clipping. © 24Feb49;  
KK37343.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

My mom buys the best, and the best is  
Birds Eye orange juice! [From  
Ladies' home journal, Aug. 1950,  
p. 67] Sheet. (246) © 28Jul50;  
KK53991.

OCT 16 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

My mom knows Birds Eye's the best  
brand in Cincinnati. [From Cin-  
cinnati times star, Aug. 24, 1950,  
p. 10] (Frozen foods) Sheet.  
(327 rev.) © 24Aug50; KK59888.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

My Mom knows Birds Eye's the best  
brand in Dayton. [From Dayton  
news, Dayton, Ohio, Aug. 24, 1950]  
(Frozen foods) Sheet. (327)  
© 24Aug50; KK60898.

MAY 10 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

My mommy loves Birds Eye, too. [From  
Fort Worth star telegram, Oct. 12,  
1950, p. 40] (Frozen foods)  
Sheet. (329 rev. 1) © 12Oct50;  
KK59885.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Name us, Birds Eye frosted foods,  
kids. [From Life, Nov. 27, 1950]  
Sheet. (308) © 24Nov50; KK58443.

FEB 27 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Never cross a redhead ... Birds Eye  
quick-frozen frying chicken.

Sheet. © 50ct49; KK43864.

GENERAL FOODS CORPORATION. BIRDS EYE  
SNIDER DIVISION ©.

New! For thrifty meals! Birds Eye  
chopped broccoli! Birds Eye  
quick-frozen chopped broccoli.

Adv. from Worcester, Mass. gazette,  
Dec. 4, 1951, p. 34. Appl. author:  
Young & Rubicam, inc. © 4Dec51;  
KK70719.

MAR 17 1952

GENERAL FOODS CORPORATION. BIRDS EYE  
SNIDER DIVISION ©.

New and wonderful, Birds Eye chopped  
broccoli! Birds Eye quick-frozen  
chopped broccoli. Adv. from  
Worcester, Mass. gazette, Dec. 7,  
1951, p. 12. Appl. author: Young  
& Rubicam, inc. © 7Dec51; KK70720.

MAR 17 1952

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Newest, most economical way to buy  
frying chicken - the Birds Eye  
exact-weight way! [From Saturday  
evening post, Aug. 26, 1950, p. 81]  
Sheet. (303) © 23Aug50; KK54078.

OCT 23 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Now Jimmy, you eat. (Peas) Clipping.  
(Ad no. 122) © 28oct48; KK31253.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Now prices are down on these Birds  
Eye foods. [From Bridgeport post,  
Conn., June 2, 1950] (Frozen  
foods) Sheet. (292) © 2Jun50;  
KK54071.

OCT 23 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Now you save 2¢ to 10¢ on Birds Eye  
frosted foods. (Quick frozen  
foods) Sheet. © 31Aug49;  
KK43881.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

One will always stand out! Birds Eye  
quick-frozen green peas ... (Frozen  
foods) Sheet. © 13Jan50;  
KK48315.

MAY - 2 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

One will always stand out! With me  
it's Birds Eye orange juice!

[From Syracuse Journal, May 31,  
1950] Sheet. (293) © 31May50;  
KK54096.

OCT 23 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division.

Only the finest chickens from the best  
growing area are quick-frozen by  
Birds Eye. [From American egg and  
poultry review, July 1950, p. 92A]  
Sheet. (277) © 15Jul50; KK54091.

OCT 23 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

The peachiest way to his heart! Get  
the Valentine feature - Birds Eye  
peaches. (Frozen foods) Sheet.

© 27Jan50; KK48320.

MAY - 4 1950

GENERAL FOODS CORPORATION. Birds

Eye Snider Division ©.

Peas, carrots, green beans, corn,  
limas, you get all 5 in Birds Eye  
mixed garden vegetables. [From  
Life, Apr. 16, 1951] (Frozen foods)  
Sheet. (417) © 13Apr51; KK62596.

JUN 25 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Please fill our tummies with Birds  
Eye yummys. (Frozen foods) Sheet.

[From Binghamton press, Nov. 30,  
1950, p. 29] (340) © 30Nov50;  
KK59875.

APR 16 1951

GENERAL FOODS CORPORATION, Birds Eye  
Snider Division ©.

Please fill our tummies with Birds  
Eye yummys. (Frozen foods) Sheet.

[From Cleveland press, Dec. 14,  
1950, p. 42] (339) © 14Dec50;  
KK59876.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Price cut! Special this week, orange  
juice. [From Times star, Cincinna-  
ti, Apr. 19, 1950, p. 16] (Frozen  
foods) Sheet. (253 Rev.20)

© 19Apr50; KK55080.

807 1 6 100

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Prices cut! Money-saving values this  
week. Birds Eye. [From Cleveland  
press, Apr. 6, 1950] (Frozen  
foods) Sheet. (278) © 6Apr50;  
KK55647.

NOV 9 9 1050

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Prices cut! Money-saving values this  
week! Birds Eye peaches ... [From  
Star tribune, Minneapolis, May 10,  
1950] (Frozen foods) Sheet.  
(278 Rev. 2) © 10May50; KK54489.

NOV - 2 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Prices out! Save up to 5¢ a box ...

[From Canton repository, Ohio,

Apr. 19, 1950] (Frozen foods)

Sheet. (272) © 19Apr50; KK54250.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

✓ Prices cut to lowest in 5 years!  
We mean everyday low prices not  
occasional specials! ✓ (Frozen  
foods) Sheet. © 15Dec49; KK45269.

FEB 8 1950

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

Prices cut up to 5 cents! [From Canton repository, Ohio, Apr. 5, 1950]  
(Frozen foods) Sheet. (271)

© 5Apr50; KK54249.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Prices lowest in 5 years! This week's  
big bargain buy! Chopped spinach.  
(Frozen foods) Sheet. © 8Mar50;  
KK49620.

JUN 1 2 1950

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

Prices lowest in 5 years! This week's  
big bargain buy! (Frozen foods)

Sheet.

Cod. [From Knickerbocker news, Al-  
bany, Mar. 15, 1950] © 15Mar50;  
KK53995.

OCT 16 1950

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

Prices lowest in 5 years! This week's  
big bargain buy! (Frozen foods)  
Sheet.

Corn. [From Knickerbocker news,  
Albany, May 10, 1950, p. B-5]  
(281) © 10May50; KK54251.

617 24 100

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Prices lowest in 5 years! This week's  
big bargain buy! Corn. (Frozen  
foods) Sheet. © 22Mar50; KK49605.

JUN 1 2 1950

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

Prices lowest in 5 years! This week's  
big bargain buy! Fordhook lima  
beans. (Frozen foods) Sheet.

© 1Mar50; KK49557.

JUN - 8 1950

JUN - 8 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Prices lowest in 5 years! This week's  
bargain buy! French fried potatoes.  
(Frozen foods) Sheet. © 25 Jan 50;  
KK49600.

JUN 1 2 1950

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

Prices lowest in 5 years! This week's  
big bargain buy! (Frozen foods)

Sheet.

Lima bean succotash. [From Knicker-  
bocker news, Albany, Mar. 29,  
1950] © 29Mar50; KK53994.

OCT 16 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Prices lowest in 5 years! This week's  
big bargain buy! Mixed vegetables.  
(Frozen foods) Sheet. © 1Feb50;  
KK49607.

JUN 1 2 1950

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

Prices lowest in 5 years! This week's  
big bargain buy! (Frozen foods)  
Sheet.

Mixed vegetables. [From Times star,  
Cincinnati, Apr. 12, 1950] (253-  
Rev.19) © 12Apr50; KK55082.

NOV 16 1950

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

Prices lowest in 5 years! This week's  
big bargain buy! Peaches. (Frozen  
foods) Sheet. © 8Feb50; KK49558.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Prices lowest in 5 years! This week's  
bargain buy! Peas. (Frozen foods)  
Sheet. © 18Jan50; KK49599.

JUN 1 2 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©

Prices lowest in 5 years! This week's  
big bargain buy! Perch. (Frozen  
foods) Sheet. © 15Mar50; KK49986.

JUN 1 6 1950

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

Prices lowest in 5 years! This week's  
big bargain buy! (Frozen foods)

Sheet.

Spinach. [From Times star, Cincin-  
nati, Apr. 5, 1950] (253 Rev.18)

© 5Apr50; KK55081.

NOV 16 1950

GENERAL FOODS CORPORATION, Birds Eye

Snider Division ©.

Prices lowest in 5 years! This week's  
big bargain buy! (Frozen foods)  
Sheet.

Strawberries. [From Binghamton  
press, New York, Mar. 1, 1950,  
p. 13] © 1Mar50; KK54248.

OCT 24 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Sale! Guaranteed! The best you ever  
ate - or your money back! (Birds  
Eye products) Sheet. © 13Apr49;  
KK38285.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

✓ Sale on mixed vegetables! Guaranteed!  
the best you ever ate or your money  
back! ✓ (Frozen foods) Sheet.

© 4May49; KK45270.

FEB 8 1950

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

Sally slays 'em ... Birds Eye quick-  
frozen green beans. Sheet.

© 25Nov49; KK43867.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

✓ Slow blonde sharpens up quick! Go  
ahead! Spend the whole afternoon  
messing with vegetables! ✓ (Frozen  
vegetables) Sheet. © 30Nov49;  
KK45271.

FEB 8 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Small fry love Birds Eye. [From Fort  
Worth star telegram, Oct. 6, 1950,  
p. 3] (Frozen foods) Sheet.  
(329 rev. 2) © 6oct50; KK59886.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Small fry love Birds Eye. [From  
Western family, Oct. 19, 1950]  
(Frozen foods) Sheet. (329 Rev.  
4) © 1900t50; KK56805.

JAN 22 1951

GENERAL FOODS CORPORATION. BIRDS EYE  
SNIDER DIVISION ©.

Smart squaws savum cash on Birds Eye  
peas, now! Hurry, big sale on  
sweet 'n' tender Birds Eye frosted  
foods. Adv. from Newark, N. J.  
news, Nov. 8, 1951, p. 24.  
Appl. author: Young & Rubican, inc.  
© 8Nov51; KK705191

MAR 17 1952

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Smith's wife is one swell cook.

(Peas) Clipping. (Ad no. 121)

© 26oct48; KK31254.

GENERAL FOODS CORPORATION. BIRDS EYE  
SNIDER DIVISION ©.

Something new and wonderful for  
breakfast. Birds Eye quick-frozen  
concentrated pineapple juice.

Adv. from New Haven, Conn. register,  
Sept. 20, 1951, p. 23. Appl.  
author: Young & Rubicam, inc.

© 20sep51; KK70725.

MAR 17 1952

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Special this week! Farm-fresh corn!  
(Frozen corn) Sheet. © 1Mar50;  
KK49604.

JUN 1 2 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Special this week! Rich, ripe, or-  
chard-fresh peaches! (Frozen food)  
Sheet. © 22Mar50; KK49542.

JUN - 8 1950

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

Special this week! Sweet, farm-fresh  
peas! (Frozen peas) Sheet.

© 8Mar50; KK49603.

JUN 1 2 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Susie serves up a smooth quickie!

Birds Eye quick-frozen frying chicken. [From Life, May 22, 1950]

Sheet. (228) © 19May50; KK51430.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Swellest lima beans in the world;  
everywhere women agree with the  
Birds Eye kids. [From Life,  
Nov. 13, 1950] (Frozen foods)  
Sheet. (190 rev.) © 10Nov50;  
KK62594.

JUN 25 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Taking the fuss out of Aunt Fussy.

Birds Eye spinach. (Frozen spi-  
nach) Sheet. © 3Mar50; KK49612.

JUN 12 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

That was what we call a real conven-  
tion. Birds Eye. [From California  
grocers advocate, Oct. 27, 1950, p.  
29] (Frozen foods) Sheet.

© 27Oct50; KK56807.

JAN 22 1951

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

3 cans on Birds Eye if this isn't the  
best orange juice you ever tasted!

[From Philadelphia Inquirer, June  
14, 1950, p. 40] Sheet. (298)

© 14Jun50; KK56803.

JAN 22 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Thrifty Tilly discovers the versatile  
vegetable. [From Life, Oct. 2,  
1950] (Frozen peas) Sheet. (287)  
© 29Sep50; KK56801.

JAN 22 1951

GENERAL FOODS CORPORATION. Birds Eye-  
Snider Division ©.

✓ 20 Birds Eye frosted foods self-ser-  
vice case cards with price tags. ✓  
Label. © 17Oct49; KK47193.

MAR 2 2 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Us he-men all love Birds Eye. (Frozen foods) Sheet.

[From Buffalo news, Oct. 26, 1950,  
p. 16] (353) © 26Oct50; KK59856.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Us he-men all love Birds Eye. (Frozen foods) Sheet.

[From Fort Worth star telegram, Oct.

27, 1950, p. 9] (329) © 27Oct50;  
KK59887.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

Us he-men all love Birds Eye. (Frozen foods) Sheet.

[From New Haven register, Oct. 26,

1950, p. 36] (352 rev. 1)

© 26oct50; KK59890.

APR 16 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Us he-men all love Birds Eye. (Frozen foods) Sheet.

[From Philadelphia bulletin, Oct.  
26, 1950, p. 39] (352 rev. 2)

© 26oct50; KK59891.

APR 16 1951

GENERAL FOODS CORPORATION. BIRDS EYE  
SNIDER DIVISION ©.

Us he-men all love Birds Eye!

Big Birds Eye values at your  
grocer's right now! (Frozen foods)

Adv. from Western family, Oct. 4,  
1951, p. 23. Appl. author: Young  
& Rubicam, inc. © 4Oct51; KK70522.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Us kids deserve the best ... Birds  
Eye orange juice! The best costs no  
more! [From Daily news, New York,  
June 21, 1950] Sheet. (299)

© 21Jun50; KK54075.

OCT 23 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Us kids deserve the best. That's why  
we always get Birds Eye orange  
juice. [From Herald journal,  
Syracuse, N. Y., June 6, 1950]  
Sheet. (295) © 6Jun50; KK54073.

OCT 23 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Was I ever a goon to say I'd treat  
the wife to breakfast in bed!

(Orange juice) Clipping.

© 23Mar49; KK37689.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

We catch them in the cold, cold Atlan-  
tic ... Birds Eye haddock, orange  
juice. (Frozen foods) Sheet from  
Buffalo courier express, Feb. 25,  
1951. © 25Feb51; KK65589.

OCT - 1 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

We catch them in the North Atlantic  
... ocean perch. Birds Eye orange  
juice. (Frozen foods) Sheet from  
New York Journal-American, Feb. 11,  
1951. © 11Feb51; KK65588.

OCT - 1 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

We grow Birds Eye fryers from pedi-  
greed eggs. Birds Eye orange juice.  
(Frozen foods) Sheet from New York  
Journal-American, May 6, 1951.

© 6May51; KK65591.

OCT -1 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

We grow our Birds Eye peas in soil  
that makes them extra-tasty. Birds  
Eye orange juice. (Frozen foods)  
Sheet from St. Paul pioneer press,  
Jan. 21, 1951. © 21Jan51; KK65587.

OCT - 1 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

We pick out seeds that grow limas  
with super flavor and pretty green  
color. Birds Eye orange juice.  
Sheet from Life, Aug. 20, 1951, p.  
36. © 17Aug51; KK65851.

OCT - 8 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

We plant a very special variety of  
broccoli. Birds Eye orange juice.  
Sheet from Life, July 16, 1951.  
© 13Jul51; KK65599.

OCT - 1 1951

GENERAL FOODS CORPORATION. BIRDS EYE  
SNIDER DIVISION ©.

We plant and grow. Birds Eye frosted  
foods. Adv. from Chicago, Ill.  
herald American, American weekly,  
Dec. 9, 1951. Appl. author:  
Young & Rubicam, inc. © 9Dec51;  
KK70721.

MAR 17 1952

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

We plant choice varieties of green  
beans ... Birds Eye orange juice.  
(Frozen foods) Sheet from New York  
news, Mar. 18, 1951. © 18mar51;  
KK65590.

OCT - 1 1951

GENERAL FOODS CORPORATION. BIRDS EYE  
SNIDER DIVISION ©.

We plant the special kinds of  
Golden Bantam seed that grow the  
flavor-fullest corn! Birds Eye  
frosted foods. Adv. from Life,  
Nov. 1951, p. 48. Appl. author:  
Young & Rubicam, inc. © 9Nov51;  
KK70526.

MAR 17 1952

GENERAL FOODS CORPORATION. BIRDS EYE  
SEIDER DIVISION ©.

**We** prescribe Birds Eye the better  
buy! Birds Eye frosted foods.

Adv. from Cincinnati, Ohio times  
star, Dec. 13, 1951, p. 19. Appl.  
author: Young & Rubicam, inc.  
© 13Dec51; KK70518.

MAR 17 1952

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

We select special seed ... Birds Eye.  
(Frozen foods) Sheet from Life,  
May 14, 1951. © 11May51; KK64783.

SEP 10 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

We use prize Maine potatoes for our  
Birds Eye French fries. [From  
Life, Mar. 19, 1951] (Frozen  
foods) Sheet. (406) © 16Mar51;  
KK62605.

JUN 25 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

We'd like to award Walla Walla three  
Oscars! (Frozen foods) Sheet.

© 19Feb50; KK49606.

JUN 12 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

What's the big idea? (Orange juice)  
Clipping. (Ad no. 93) © 16Sep48;  
KK31257.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Why can't you get up in time? (Or-  
ange juice) Clipping. (Ad no. 94)

© 23 Sep 48; KK31256.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Why eat dark meat when you crave  
light? Birds Eye chicken breasts.  
(Frozen chicken parts) Sheet.  
© 19Jan50; KK49618.

JUN 1 2 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Why eat gizzards when you hanker for  
thigh meat? Birds Eye chicken  
thighs. (Frozen chicken parts)  
Sheet. © 26Jan50; KK49619.

JUN 1 2 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Why eat thigh when you'd rather have  
livers? Birds Eye chicken livers.  
(Frozen chicken parts) Sheet.  
© 9Feb50; KK49616.

JUN 1 2 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Why eat wings when drumsticks are  
your dish? Birds Eye chicken drum-  
sticks. (Frozen chicken parts)  
Sheet. © 2Feb50; KK49617.

JUN 1 2 1950

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©

Why in blazes can't I have orange  
juice every morning? Clipping.

© 20Apr49; KK37693.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Widow Wiley lands a honey ... Birds  
Eye quick-frozen haddock fillets.  
Sheet. © 28Oct49; KK43873.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Wowie, Mom. Real garden-fresh tomato  
juice. Birds Eye. [From New York  
world telegram and sun, Nov. 8,  
1950, p. 50] (Frozen foods)  
Sheet. (347) © 8Nov50; KK59873.

APR 16 1951

GENERAL FOODS CORPORATION. Birds

Eye Snider Division ©

You sell more frozen foods. Birds

Eye frosted foods. [From Quick

frozen foods, Feb. 1951, p. 22]

Sheet. (423) © 10Feb51; KK62595.

JUN 25 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

You won't eat peas. Clipping. (Ad  
no. 123) © 1Nov48; KK31252.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Your best buy is Birds Eye for '51.  
(Frozen foods) Sheet. [From Detroit  
news, Jan. 11, 1951] (370B rev.)  
© 11Jan51; KK62606.

JUN 25 1951

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

Your best buy is Birds Eye for '51.  
(Frozen foods) Sheet. [From Phil-  
adelphia bulletin, Jan. 11, 1951]  
(370-B)

© 11Jan51; KK62607.

JUN 25 1951

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©.

You've never tasted orange juice like  
the Birds Eye '49 crop! Clipping.

© 17Feb49; KK37670.

GENERAL FOODS CORPORATION. Birds Eye

Snider Division ©

You've never tasted orange juice like  
the Birds Eye '49 crop! Clipping.

© 24Feb49; KK37671.

GENERAL FOODS CORPORATION. Birds Eye  
Snider Division ©.

You've never tasted orange juice like  
the Birds Eye '49 crop! Clipping.

© 3Mar49; KK37672.

GENERAL FOODS CORPORATION. CONSUMER  
SERVICE DEPT.

Let's wash. cForm 3926; 29 p.  
illus. cAppl. author: Frances  
Bartons © General Foods Corpora-  
tion; 1Sep51; AA205756.

MAR 17 1952

GENERAL FOODS CORPORATION. EXPORT  
DIVISION.

Post's Sugar Crisp, un historieta  
para los jóvenes. 1 v. illus.  
cAppl. author: Kenneth L. Hall;  
© General Foods Corp., Export  
Division (in notice: General Foods  
Corp.); 25Nov51; AA205157.

MAR 17 1952

GENERAL FOODS CORPORATION. FRANKLIN  
BAKER DIVISION ©.

Blue that lively look back in that  
washes out with dirt. Add La France  
bluing to every washday suds ...

Adv. from the Sunday news, magazine  
sec., Apr. 6, 1952, p. 15. Appl.  
author: Foote, Cone and Belding.

© 6Apr52; KK72441.

GENERAL FOODS CORPORATION. GF  
SALES DIVISION.

~~Making your sales meetings pro-~~  
ductive. 12 p. illus. (Its  
Field management handbook, Pt. 4)  
© General Foods Corp.; 10Mar53;  
A83491.

GENERAL FOODS CORPORATION. General  
Seafoods Division. Gloucester Branch.  
The log. [Form 1734] 36 p., illus.  
© General Foods Corp.; 1Jun49;  
AA125120.

GENERAL FOODS CORPORATION. General  
Seafoods Division. Rockland Branch.  
The log. [Form 1735] 36 p.,  
illus. © General Foods Corp.;  
1Jun49; AA125118.

GENERAL FOODS CORPORATION. Jell-O  
Plant.

Your job. [Form 9854] 31 p.,  
illus. © General Foods Corp.;  
1Jul49; AA125121.

GENERAL FOODS CORPORATION, Maxwell  
House Division.

Let's talk about your job. [Form  
9794] 36 p., illus. © General  
Foods Corp.; 1Feb49; on revisions;  
AA125119.

GENERAL FOODS CORPORATION. Post Cereals  
Division ©.

But, Humphrey ... why should I fight?

(Cereal) Clipping. © 5Dec48;

KK32706.

GENERAL FOODS CORPORATION. Post Cereals  
Division ©.

Fireball Twigg. (Cereal) Sheets.

Aren't you Fireball Twigg? Hop in  
and I'll give you a lift.

© 5Jun49; KK39891.

GENERAL FOODS CORPORATION. Post Cereals  
Division ©.

Fireball Twigg. (Cereal) Clipping.

Don't shoot Ginger ... but I'm  
bringing ... (29) © 29Aug48;  
KK34652.

GENERAL FOODS CORPORATION. Post Cereals  
Division ©.

Fireball Twigg. (Cereal) Clipping.

Eight o'clock! I don't know. (225)

© 24oct48; KK34633.

GENERAL FOODS CORPORATION. Post Cereals  
Division ©.

Fireball Twigg. (Cereal) Clipping.

Fireball, are you asleep or uncon-  
scious? (232) © 28Nov48;

KK34638.

GENERAL FOODS CORPORATION. Post Cereals  
Division ©.

Fireball Twigg. (Cereals) Clipping.

Fireball, Humphrey must have done  
something. (71) © 12Sep48;  
KK34654.

GENERAL FOODS CORPORATION. Post Cereals  
Division ©

Fireball Twigg. (Cereal) Clipping.

Fireball, may I make a suggestion?

(226) © 17Oct48; KK34632.

GENERAL FOODS CORPORATION. Post Cereals  
Division ©.

Fireball Twigg. (Cereals) Clipping.

Fireball, you're not going to work?

© 20Feb49; KK37683.

GENERAL FOODS CORPORATION. Post Cereals  
Division ©.

Fireball Twigg. (Cereals) Clipping.

Go direct to the customer. (26)

© 25Jul48; KK34648.

GENERAL FOODS CORPORATION. Post

Cereals Division ©.

Fireball Twigg. (Cereal) Sheet.

Good aft-- Come right in!

© 26Jun49; KK42464.

GENERAL FOODS CORPORATION. Post Cereal  
Division ©.

Fireball Twigg. (Cereal) Sheet.

✓ Good afternoon, Miss. Is your  
mother home? ✓ © 23Oct49; KK45248.

FEB 8 1950

GENERAL FOODS CORPORATION. Post Cereals  
Division ©.

Fireball Twigg. (Cereals) Clipping.

Good afternoon, sir, is your wife

at home? © 17Apr49; KK37687.

GENERAL FOODS CORPORATION. Post Cereal  
Division D.

Fireball Twigg. (Cereal) Sheet.

Good morning! May I ask a couple  
of questions? ✓ © 25 Sep 49;  
KK45250.

FEB 8 1950

GENERAL FOODS CORPORATION. Post

Cereals Division ©.

Fireball Twigg. (Cereal) Sheet.

Good morning. What was your grand-  
mother's maiden name? © 11Sep49;

KK42468.

GENERAL FOODS CORPORATION, Post Cereal  
Division ©.

Fireball Twigg. (Cereal) Sheet.

✓ Good morning! What's good about it? ✓

© 20Nov49; KK45245.

FEB 8 1950

GENERAL FOODS CORPORATION. Post Cereal  
Division D.

Fireball Twigg. (Cereal) Sheet.

Good morning! You want some fish? ✓

© 4Dec49; KK45246.

FEB 8 1950

GENERAL FOODS CORPORATION. Post Cereals  
Division ©.

Fireball Twigg. (Cereals) Clipping.

Good morning dear! Here's your  
breakfast. (64) © 20Jun48;  
KK34643.

GENERAL FOODS CORPORATION. Post Cereals  
Division ©.

Fireball Twigg. (Cereals) Clipping.

Good morning, Madam. (228)

© 7Nov48; KK34635.

GENERAL FOODS CORPORATION. Post

Cereals Division ©.

Fireball Twigg. (Cereal) Sheet.

Good morning, madam. © 15May49;

KK42465.

GENERAL FOODS CORPORATION. Post Cereals  
Division ©.

Fireball Twigg. (Cereals) Clipping.

Good morning, madam, I ...

7 © 3Apr49; KK37685.

GENERAL FOODS CORPORATION. Post

Cereals Division ©.

Fireball Twigg. (Cereal) Sheet.

Good morning, madam, I represent--

© 1May49; KK42466.

GENERAL FOODS CORPORATION. Post

Cereals Division C.

Fireball Twigg. (Cereal) Sheet.

Good morning, sir, is your wife  
at home? © 28Aug49; KK42467.

GENERAL FOODS CORPORATION. Post Cereals  
Division ©

Fireball Twigg. (Cereals) Clipping.

Goodness - it's three A.M. (67)

© 15Aug48; KK34650.

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Division ©.

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Gosh, I wonder if I should knock or  
blow the horn? © 19Jun49;  
KK39895.

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Gracious Fireball, here's a family

... (30) © 19Sep48; KK34655.

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Hello, Mr. Twigg. (99) © 11Jul48;

KK34646.

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Cereals Division ©.

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Hey! Anybody in here but automobiles? © 31Jul49; KK42462.

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Division ©.

Fireball Twigg. (Cereals) Clipping.

Hey, Chuck, here comes that guy you  
hate. © 6Mar49; KK37684.

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Division ©.

Fireball Twigg. (Cereal) Sheet.

✓ Hey, driver. We just passed my  
street. ✓ © 90ct49; KK45249.

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Hey, Fireball, will you watch the  
store? (68) © 1Aug48; KK34649.

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store? © 20Mar49; KK37686.

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Fireball Twigg. (Cereal) Clipping.

I can never thank you enough. (224)

© 10oct48; KK34631.

GENERAL FOODS CORPORATION. Post Cereals  
Division ©.

Fireball Twigg. (Cereal) Clipping.

I can never thank you enough. (101)

© 26Sep48; KK34656.

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Fireball Twigg. (Cereal) Clipping.

Is Mr. Twigg at home, mum? (227)

© 31oct48; KK34634.

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It's no use, Geraldynne. (100)

© 18Jul48; KK34647.

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Let's hurry to the park. (210)

© 4Jul48; KK34630.

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Let's hurry to the park. (25)

© 4Jul48; KK34645.

GENERAL FOODS CORPORATION. Post Cereals  
Division C.

Fireball Twigg. (Cereals) Clipping.

Mrs. Twigg, I'm Chuck. (69)

© 22Aug48; KK34651.

GENERAL FOODS CORPORATION. Post Cereals  
Division ©.

Fireball Twigg. (Cereal) Clipping.

My goodness, only two dollars left.

(230) © 21Nov48; KK34637.

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Oh, boy, a fire house! I hope  
they're home. © 22May49; KK39890.

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Division ©.

Fireball Twigg. (Cereals) Clipping.

Oh, oh ... the pills again. (206)

© 27 Jun 48; KK34629.

GENERAL FOODS CORPORATION. Post Cereals  
Division C.

Fireball Twigg. (Cereals) Clipping.

Only two days left. (72) © 30 Oct 48;

KK34657.

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Cereals Division ©.

Fireball Twigg. (Cereal) Sheet.

Oooff! Excuse me. © 17Jul49;

KK42463.

GENERAL FOODS CORPORATION. Post Cereals  
Division ©

Fireball Twigg. (Cereal) Clipping.

A penny for your thoughts, Fireball.

(70) © 5sep48; KK34653.

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Division ©.

✓ Fireball Twigg. (Cereal) Sheet.

✓ Stand fast, fellow! State your  
business! ✓ © 10Jul49; KK45251.

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GENERAL FOODS CORPORATION. Post Cereals  
Division ©.

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This Plotz is supposed to be the  
smartest cookie in town - watch me  
sell him! (98) © 30May48;  
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Cereals Division ©.

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Well, look at that! © 7Aug49;

KK42461.

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What would Napoleon do? (24)

© 13 Jun 48; KK34642.

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Division ©.

Fireball Twigg. (Cereals) Clipping.

What's wrong, mate? (229)

© 14 Nov 48; KK34636.

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Division ©.

Fireball Twigg. (Cereals) Clipping.

Where to today, Fireball? © 6Feb49;

KK37682.

GENERAL FOODS CORPORATION. Post Cereals  
Division ©.

Fireball Twigg. (Cereals) Clipping.

Ya-hoo! I'm a radio detective! (9)

© 30May48; KK34628.

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Division ©

Fireball Twigg. (Cereals) Clipping.

Yaa-ak Staple ... you traitor.

(62) © 6Jun48; KK34641.

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Division ©.

Fireball Twigg. (Cereals) Clipping.

You can quote me as ignorant on the  
subject. (65) © 27 Jun 48;  
KK34644.

GENERAL FOODS CORPORATION. Post Cereal  
Division ©.

Fireball Twigg. (Cereal) Sheet.

✓You're wasting your time, young  
man... I'm out. © 6Nov49;

KK45247.

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GENERAL FOODS CORPORATION. Post Cereals  
Division ©.

Fireball Twigg. (Cereals) Clipping.

You look awful! (203) © 16May48;

KK34627.

GENERAL FOODS CORPORATION. Post Cereals  
Division ©.

Fireball Twigg. (Cereals) Clipping.

You look awful! (61) © 16May48;

KK34639.

GENERAL FOODS CORPORATION. Post

Cereals Division ©.

Free! Flip movies. You get one every  
time you buy this package! Grape-  
Nut flakes. Sheet. © 14Aug49;  
KK41643.

GENERAL FOODS CORPORATION. Post Cereal  
Division ©.

Ginger - are you sure? (Cereal)  
Clipping. © 19Jul48; KK31562.

GENERAL FOODS CORPORATION. Post Cereals  
Division ©.

Good morning madam. (Cereal) Clip-  
ping. © 12Dec48; KK32707.

GENERAL FOODS CORPORATION. Post Cereals  
Division ©.

Hey, Fireball will you watch the  
store? (Cereal) Clipping.

© 25Jul48; KK32705.

GENERAL FOODS CORPORATION. POST CEREALS  
DIVISION. SEE  
How you succeed in business.

GENERAL FOODS CORPORATION. POST  
CEREALS DIVISION.

New Postum calm nerves reducing  
diet. 22 p. illus. (Appl. author:  
Foote, Cone and Belding; © Post  
Cereals Division, General Foods  
Corp.; 22Jun52; AA220589.

GENERAL FOODS CORPORATION. Post Cereals  
Division ©.

Oh Dear! Humphrey's still wide awake!  
(Cereal) Clipping. © 19Dec48;  
KK32708.

GENERAL FOODS CORPORATION. Post Cereals  
Division ©.

What a wonderful Christmas. (Cereal)  
Clipping. © 26Dec48; KK32709.

General Foods no. 3 crossword puzzle.  
SEE Tillinghast, Leslie F.

AA 15751

General foods profit calculator.

see

Scott, Walter T

afp 8-23-46

GENERAL Foods Sales Division.

Selling on purpose. JP597. SEE Gen-  
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MAR 7 - 1951

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al Foods Corp.

AUG 6 1951

A GENERAL for sunshine. DU32499. SEE  
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General Frederick's march.  
Rounds, James B., jr.

Le général Frère.

WEYGAND, MAXIME.

Le général Frère; un chef, un héros, un  
martyr. 247 p. illus. © Ernest  
Flammarion, Paris; 1Dec49; AF0-827.

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II. Flammarion, Ernest.

JUN - 8 1950

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FEB 15 1952

AA 21904

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Fur fashions. Winter-spring, 1946-1947.  
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(c) 8-6-46; 2c 8-13-46; General fur co. [Samuel  
G. Henig, d.b.a. General fur co.] New York; AA 21904.

eb 24Apr47

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ALDEN, JOHN RICHARD.

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SRB, ADRIAN MORRIS.

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I. Owen, Ray David, joint author.

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/g

A 1394

General George Crook, his autobiography.

Crook, George, 1828-1890.

General George Crook, his autobiography; edited and annotated by Martin F. Schmitt. Norman, University of Oklahoma press, 1946.

xviii, 326 p. front., illus. (maps) plates, ports. 22<sup>cm</sup>.

"First edition."

Bibliography: p. 310-317.

© 3-4-46; 2 c 2-23-46; University of Oklahoma press, Norman, Okla.; A 1394.

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46-2005

[20]

923.573

General George Mason Graham of  
Tyrone plantation and his people.

**Stafford, George Mason Graham, 1876-**

General George Mason Graham of Tyrone plantation, and  
his people, compiled by his grandson, George Mason Graham  
Stafford ... New Orleans, Pelican publishing company (1947,

2 p. l., 448 p. front., illus. (coat of arms) pl., ports., facsim. 23<sup>cm</sup>.

Includes the Mason, Hooe and Brent families.  
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3. Graham family (Richard Graham, 1736-1796)
4. Mason family (George Mason, fl. 1650)
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6. Brent family (Giles Brent, 1600 (ca.)-1671 or 2)

CS71.G74 1947

47-24703

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Wellard, James Howard, 1909-

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xv, 277 p. illus. (maps) ports. 21<sup>cm</sup>.

© 2-26-46; 2 c 2-20-46; New York; A 2095.

1. Patton, George Smith, 1885-1945.

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923.573

GEN. George Washington in this and nearby  
areas of New Jersey. C4812. SER  
Durrell, Percy Brooks.

"GENERAL GRANT", the nation's Christmas  
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General Grant's Grand March.

M28  
.M

MACK, E

General Grant's Grand March; [by]  
E. Mack ... for piano, arr. and  
ed. by Maxwell Eckstein. ©  
Carl Fischer, inc., New York;  
5Sep47; on arrangement &  
editing; EP18079.

- I. Eckstein, Maxwell, ed. and arr.
- II. Title.

General Grant's grand march.

M1380  
.M

MACK, E

General Grant's grand march; piano solo  
by E. Mack, [arr. and edited by Bea  
Woode, pseud.] 35¢ © on arrangement  
& editing; The Willis Music Co., Cin-  
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I. Title. [II. Richardson, Allen L.]

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JUL - 7 1950

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OCT 23 1950

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AMERICAN MUSEUM OF NATURAL HISTORY,  
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American Museum of Natural History. 221 p. © on revisions;  
The American Museum of Natural  
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Unit C.

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bj/*m*

THE GENERAL HAFFNER MARCH © m Hanns  
Fischer 25Nov49 EU186426

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THE GENERAL HAS GONE TO BED; w & m  
Del Sharbutt & Jack Elliott © Elliott  
Music Co. 28Mar52 EU269528

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General hints on everyday health.

(R) SEE

Fishbein, Morris.

A GENERAL HISTORY OF EUROPE, from the  
origins of civilization to the pre-  
sent time, by James Harvey Robinson  
and James Henry Breasted with the  
collaboration of Emma Peters Smith.  
© 11Aug21, A622960. R43559, 7Feb49,  
Bankers Trust Co. (executor of will  
of James Harvey Robinson) Charles  
Breasted (executor of will of James  
Henry Breasted) & Emma Peters  
Smith (A)

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SEYMER, LUCY RIDGELY (BUCKLER)

A general history of nursing. [2d ed.]

London, Faber and Faber. 332 p. illus.

© Lucy Ridgely Seymer; 7Oct49; 1c  
10Mar50; AI-2809.

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SAHAGÚN, BERNARDINO DE.

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Arthur J. O. Anderson [and] Charles E.  
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N. M., 1951. 216 p. (Monographs of the  
School of American Research, no. 14,  
pt. 3) © on translation, notes & illus.;  
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15Nov51; A66026.

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II. Dibble, Charles E., ed.

III. Santa Fe, N. M. Schools of American  
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IV. Title.

V. Title: Florentine codex.

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The General gift plan. Fold. card.

[Appl. author: Herbert Leon

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SHOEMAKER, JAMES SHELDON.

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MAR 24 1952

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General horticulture; principles and practices of orchard, small fruit, and garden culture, by Thomas J. Talbert ... illustrated with 120 engravings. Philadelphia, Lea & Febiger, 1946.

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KK 2133

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Apartment-ette. (Pre-fabricated  
housing units) [Dallas, Printed by  
Padgett printing co.] © 1946.

sheet, illus. 7 1/2 x 13 1/2cm.  
Label.

Appl. author: Bert J. Mitchell.

© 3-26-46; 2c 4-4-46; Dallas;

KK 2133.

5-14-46 rs

I 1483

General housing company, claimant.

A plan for creating a theatre site  
out of an inside elongated plot ...

see

Condon, Edward Thomas

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Edward T. A plan for the creation  
of a multiplicity of shops out of a  
comparative small corner store area.  
IU 2692.

General Hoyt S. Vandenberg. SEE  
Karsh of Ottawa. An ardent flier,  
Vandenberg likes to take his own  
plane up.

General Ice Cream Corp.

BIG HALF GALLON; w & m Jack Wilcher ©  
General Ice Cream Corp. 10Feb54  
EU347243

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General Ice Cream Corp.

FLAVORLAND; w & m Jack Wilcher ©  
General Ice Cream Corp. 30Jul53  
EU325354

General Ice Cream Corp.

THE MAGIC TOUCH; w & m Jack Wilcher ©  
General Ice Cream Corp. 30Jul53  
EU325353

AA 28603

General ice cream corporation, claimant.

This job of ours. [Schenectady, N. Y.,  
General ice cream corp., c1946]  
pamphlet (36 p.) illus. 22 1/2cm.

Title from cover.

© 10-31-46; 2 c 11-25-46; Schenectady, N. Y.;  
AA 28603.

lg 1-16-47

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M. Ferry. © Lenwood Hodges, Albuquerque,  
N. M.; 23May47; EU77015.

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II. Holt (Henry) and Co., inc.

A5 453

Gen. Ike a democrat.

See

Pearson, Drew

car 2-26-46

GENERAL .IKE COME TO TOWN m Louis  
Tobin, © w Selma Davidson 11Sep47  
EU93147

A<sup>5</sup> 968

Gen. Ike helps soldiers.

see

Pearson, Drew

mgc 3-13-46

M1247

.M

**General Ike march.**

Mader, Carl.

General Ike march; [arranged by]  
Fred K. Huffer.

© 30Sep44; 1c 28Dec45; 1c 30Jan46;  
composer, Forest Park, Ill.; EP1101.

Parts: band.

I. Huffer, Fred K., arr. II. Title.

Library of Congress  
Copyright Office



Music Cat.

1128

.S

General "Ike" march.

Siegel, Arsene Frederic

General "Ike" march. Chicago,  
McKinley publishers, inc.

© 14Feb46; publisher; EP1391.

For piano solo.

I. Title.

GENERAL IMPLEMENT CORPORATION ©.

Farm & home equipment, January 1949.

[46p.] Booklet. © 31Jan49; KK31784.

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GI ... repair parts. Booklet. (Ca-  
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AA 2614

*trp.*

General improvising and advanced  
breaks.

see

Slone, M            Alan.

vf 2-13-47

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**BRAUN, CARL F.**

General index to four companion books:

Presentation for engineers and industrial-  
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3d ed. 158 p. © Carl F. Braun;  
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AMERICAN INSTITUTE OF MINING AND  
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1921-1952. Prepared by Katharine  
S. Lovell] Petroleum Branch,  
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I. Lovell, Katharine S.

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Prefab wood shelving. 15 p.

Appl. author: Walter A. Heiby.

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27Nov53; A118239.

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CLOWE & COMPANY, INC.

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25th anniversary, ed. 798 p.,

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Sons Co., Chicago; 9Sep47;

AA 62513.

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Distributors of industrial,  
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ment. Catalog no. D. Fort  
Worth, Tex. [1952] 322 p. illus.  
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A Florida vacation all year long.  
Also aluminum jalousie Florida  
rooms in all sizes ... (Glass-  
walled porches and rooms) Adv.  
from Leaves of Wesley Heights,  
Feb. 1953, p. 20. Appl. author:  
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inc. © 13Feb53; KK82242.

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AA57416. SEE Roos, Charles  
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General information about poly-  
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Remitter....."

[illegible]

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Edwin W.

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Gough, Harrison G.

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GENERAL INSECTICIDE COMPANY, INC. ©

Tom Cat rat & mouse pellets. One  
pound. Label. Appl. author:  
Benjamin D. Smith. © 38sep53;  
KK93593.

M1350  
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General inspection.  
WILLIAMS, CHARLES.

General inspection; by Charles Williams.

Lead sheet. [Melody only] 6d.

© Chappell & Co., ltd., London; 24Jun52;  
EF0-14661.

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SEE American Liquid Gas Corporation.  
ALGAS converter model 1900 ...

GENERAL INSTALLATION INSTRUCTIONS FOR  
ALGAS CONVERTERS. SEE American  
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GENERAL instruction sheet for  
Continental engines using  
K-510 kit. AA65173. SEE Fren  
Corp.

GENERAL instruction sheet for  
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kit. AA65171. SEE Fram Corp.

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Franklin engines using K-501  
kit. AA 65172. SEE Fram Corp.

GENERAL instruction sheet for  
Lycoming engines using K-520  
kit. AA65170. SEE Fram Corp.

GENERAL instructions and information for playing Put-put.

AA56952. SEE Jenkins, Clarke.

GENERAL instructions for chlorine  
test kit. KK65338. SEE Precision  
Machine Co.

SEP 21 1951

General instructions for fabricating  
screwed or flanged fitting covers.  
SEE Armstrong Cork Company.

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ing and authentic early American  
designs. SEE Woodman, Audrey  
Chandler. KK29107.

GENERAL instructions for installation  
of laminated plastic sheets. AA216170.  
SEE Bakoring, inc.

General instructions for making  
beautiful realistic feathered  
birds. SEE Kivowitz (S.) Sons,  
inc. Ace Novelty and Toy Division.

General instructions for non-  
destructive testing with Zyglo.  
SEE Magnaflux Corporation.

General instructions for obtaining and  
servicing students. AA48256. see John  
Adams extension school.

olg 4-11-47

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castings for V-R field force. SEE  
Vascoloy-Ramet Corporation.

GENERAL instructions, VariDraulic  
drive installation to Massey-Harris  
no. 21 and 21A. KK23380. SEE  
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KK 780

General instrument corp., claimant.

Blow, bugles of battle, your  
marches of peace. (Radio components)  
[New York, Printed by Electronics]  
c1945.

clipping.

Poem by Whittier.  
Print.

Application author: Janice Hamilton.  
© 12-1-45; 2 c 1-31-46; Elizabeth,  
N. J.; KK 780.

mgc 4-5-46

KK 5570

General instrument corp., claimant.

General instrument corporation major  
producers of radio components. (Radio  
components) [New York, Printed by  
Electronics] c1946.  
clipping.

Print.

Appl. title: Major producers of radio  
components.

Appl. author: Natt S. Ensler.

© 6-15-46; 2 c 8-17-46; Elizabeth, N. J.  
KK 5570.

cf 9-5-46

KK 2737

General instrument corp., claimant.

This job ought to be a cinch. (Radio components) [New York, Printed by McGraw-Hill pub. co.] © 1946.

clipping.

Print.

Appl. author: Janice Hamilton.

© 2-20-46; 2c 4-25-46; Elizabeth,  
N. J.; KK 2737. 6-7-46 rs

KK 5570

General instrument corporation major  
producers of radio components.

see

General instrument corp., claimant

mgc 9-3-46

AA 517

General insulation blowing machines.  
Operation and maintenance manual.

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General blower co.

2-5-46 rs

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Magee, John Henry, 1895-

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R. D. Irwin, inc., 1947.

xii, 913 p. diagrs. 23½<sup>cm</sup>.

"Third edition, first printing, April 1947."  
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A7781.

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Ill., 1953. 924 p. illus. (The Irwin  
series in insurance) © on revisions &  
additions; Richard D. Irwin, inc.; 2Jan53;  
A74435.

I. Irwin (Richard D.) inc.

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WERBEL, BERNARD G., ed.

General insurance guide. 4th rev. ed.,  
3d print. [Prev. editions pub. under  
title: General insurance outline] New  
York, Insurance Educational Publications,  
1952. © on revisions & additions;  
Bernard G. Werbel; 6Aug52; A71833.

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SEE Werbel, Bernard G.

General insurance guide. SEE Werbel  
Publishing Company.

GENERAL INSURANCE GUIDE. A88098.  
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MARTIN, HOWARD LUCIUS.

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Francisco, Recorder Print. and Pub.  
Co. 278 p. illus. © Howard L.  
Martin & Charles L. Conti; 13Nov50;  
A50714.

I. Conti, Charles Leo.

JAN 23 1951

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MARTIN, HOWARD LUCIUS.

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Francisco, General Insurance Publica-  
tions, 1952. 310 p. © on revisions &  
additions; Charles L. Conti; 2Oct52;  
A72084.

I. Conti, Charles Leo.

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Leo Conti, editor] San Francisco,  
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chap. 2; Charles L. Conti; 1Jan53; A77141.

I. Conti, Charles Leo, ed.

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AA228289. SEE Martin, Howard  
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I. Stadel, Emmanuel M.

II. Conti, Charles Leo.

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General insurance in Washington.

HAYNE, DONALD FRANCIS.

General insurance in Washington [by]  
Donald F. Hayne [and] Howard L. Martin.  
[Prepared originally from lecture notes  
and revisions and additions to these  
notes by members of the faculty of  
Golden Gate College as a California text]  
San Francisco, General Educational  
Publications, 1952. 288 p. illus.  
© on revisions; Charles Leo Conti;  
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HAYNE, DONALD FRANCIS.

General insurance in Washington ...

(Card 2)

I. Martin, Howard Lucius, joint author.

II. Conti, Charles Leo.

A70020

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Werbel, Bernard G.

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ANALYSIS, by Sigmund Freud.

Authorized translation by Susie  
Hoch; preface by G. Stanley Hall.

© 22Jun20, A570694. R35161,  
17Jun48, Susie Hoch (A) & G.  
Stanley Hall (A)

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electrical measuring instruments.

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Karsh of Ottawa. Collins builds  
a new Army!

GENERAL JIMMY DOOLITTLE WILL WIN m  
James Charles McNeil © w Naomi  
Littlejohn 14Mar49 EU160116

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General Jo Shelby.

O'FLAHERTY, DANIEL, JR.

General Jo Shelby, undefeated rebel.

437 p. © University of North  
Carolina Press; 24Apr54; A136307.

I. North Carolina. University. Press.

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GENERAL JOHN J. PERSHING; by Arnold  
Holop & Robt. Weil © Rexford Record  
Corp. EU228097. Notice 15Jul54 v24  
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GENERAL JOHN J. PERSHING; w Richard  
Boris Morros & Robert Weil m Arnold  
Holop © Rex Record Corp. 2Feb51  
EU228097

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General John Regan.

Hannay, James O. A13505.

rvc 15Feb47

K 1641

General Joseph E. Johnston.

see

Osborne co.

LLHH 7-30-46

Ein General Kämpft gegen den Krieg.

**FOERSTER, WOLFGANG.**

Ein General kämpft gegen den Krieg; aus  
nachgelassenen Papieren des General-  
stabchefs Ludwig Beck. [München, 1949]  
139 p. illus. © Münchener Dom-  
Verlag; 5Oct49; AF-0438.

I. Münchener Dom-Verlag.

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**KENNEY, GEORGE CHURCHILL.**

General Kenney reports; a personal history of the Pacific War, with maps by the author. New York, Duell, Sloan and Pearce. 594 p. © George C. Kenney; 27Oct49; A38110.

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AUG 29 1951

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Forge, Pa. K10408. SEE Schneider,  
Jeanne C.

A5 148

Gen. Koller describes frantic  
search for a leader after Hitler  
decided to die in bunker.

see

Childs, Marquis

2-25-46 rs

A5 147

Gen. Koller writes of Hitler's  
harrying of commanders as war  
machine went to pieces.

see

Childs, Marquis

2-25-46 rs

AA

General laboratory physics.

26946

[Missouri. University] Physics department. Staff.

General laboratory physics, prepared by the staff of the Physics department. Rolla, Mo., School of mines & metallurgy, University of Missouri [c1946]

pamphlet (iv, 69 p.) illus. 28cm.

Spiral metal binding.

© 10-25-46; 2 c 11-3-46; W. J. Jensen & L. E. Leaver, Rolla, Mo.; AA 26946.

afp 11-19-46

GENERAL LABORATORY PHYSICS. SEE  
Anderson, David L.

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John Cecil. Pierre, Marie, and Hugo,  
no. 3.

GENERAL LAMINATING CORPORATION.

Glaco plastic graph. St. Petersburg, Fla., c1952. Card. Appl. author: Frank Halasz, Jr. © General Laminating Corp.; 15Dec52; A77431.

1 Halasz, Frank, Jr.  
2 TITLE through GRAPH;  
CG

GENERAL LAMPS MANUFACTURING CORPORA-  
TION. ©

Introducing General's new Holiday  
motel lamp group. (In American  
motel, Jan. 1954, p. 17)

© 1Jan54 (in notice: 1953);  
KK94762.

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LINDQUIST, LILLY.

General language; English and its foreign  
relations [by] Lilly Lindquist [and]  
Clarence Wachner. Rev. ed. New York  
[1952] 433 p. illus. © on revisions;  
Henry Holt and Co., inc.; 14Oct52; A72274.

- I. Wachner, Clarence, joint author.
- II. Holt (Henry) and Company, inc.



GENERAL LAVINE, ECCENTRIC; m Claude  
Debussy; pf. © 5Jul13, E345929.  
R30997, 1Nov45, Jean Deyzac (E)

Renewal application under proclamation of  
Mar. 27, 1947.

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the Legislature of Alabama.

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Alabama. Laws, statutes, etc.

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Sopwith "Dolphin" 5F.1. B5-1018.  
SEE Wylam, William A.

I 1741

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Way, H

E

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Cherry, Raymond.

General leathercraft ... Bloomington, Ill. [1947]

111 p. illus. 26<sup>cm</sup>.

"First edition, January 1, 1940 ... Revised edition, 1946 ... Third printing, January, 1947."

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NK6200.C5 1947

745.53

47-3801

Brief cataloging

© 29Aug46; 2c 10Mar47; McKnight & McKnight, Bloomington, Ill.; AA33745.

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illus. © McKnight & McKnight Pub. Co.,  
Bloomington, Ill.; 1Aug49; on additions.  
A36727.

**I. McKnight and McKnight Publishing Co.**

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AA 5340

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see

La Salle extension university, claimant.

vf 3-18-46

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WELLS, ROSA LEE.

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illus. © Vantage Press, inc., New York;  
29Dec50; A55522.

I. Lee, Robert Edward.  
II. Vantage Press, inc.

sh/r

JUN 11 1951

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FISHWICK, MARSHALL WILLIAM.

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North Carolina Press; 20Nov54;  
A162965.

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GENERAL LEJEUNE; march; pf. © 19Jul22,  
E546043. R50498, 26Jul49, on  
arrangement, Taylor Branson (A)

GENERAL LEJEUNE MARCH; full band.  
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Taylor Branson (A)

GENERAL LEJEUNE MARCH; full orch.

© 2Jun22, E543668. R49392, 16Jun49,  
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RATCLIFFE, DAVIS TYREE.

General liability insurance handbook.

McCombs. 418 p. © Davis Tyree

Ratcliffe; 26Jul54; A149022.

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AA 10486

General liability policy schedule form.

see

Giberson insurance agency.

AFP 4-30-46

KK13101

General limb & brace co., claimant.

Artificial limbs and orthopedic  
appliances. (Artificial limbs and limb  
parts) [Wilmington, Printed by Sterling  
printing co., c1947]

pamphlet (32 p.) illus. 28cm.  
Print.

Appl. author: Patrick Morgan.

© General limb & brace co., Wilmington,  
Del.; 22May47; KK13101.

23Jun47 rs

The general line automotive products.

Chicago general accessories company.

The general line automotive  
products. Chicago [1947]  
cover-title, 248 p. illus. 28cm.  
(Catalog no. 347-A)

© Chicago general accessories co.,  
Chicago; 20 Jun 47; AA55923.

afp 5 Aug 47

K 6011

General linen supply & laundry co., inc.,  
claimant

Cascade diaper service.

decalcomania. 2" x 4 3/4".

Print in color.

© 8-6-46; 2c 12-11-46; Brooklyn; K  
6011.

LLHH 1-10-47

AA 29081

General list company, claimant.

The 20-in-1 all-purpose mailing list.  
[New York, Printed by General list co.]  
c1946.

298 1. 37 x 23cm.

Sheets clamped in binder.

Appl. authors: F. Marshall Smith,  
1896- and Edw. G. Gerard, 1896-

© 9-20-46; 2 c 11-8-46; New York;  
AA 29081.

afp 1-21-47

**GENERAL LOAN COMPANY.**

**Top-ranking loan company of St.**

**Louis presents a five-star service. Folder. illus. Appl.**

**author: James L. Dilley.**

**© General Loan Co.; 22Jun53;**

**A96773.**

A general local council personnel  
and employment guide. SEE Boy  
Scouts of America.

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**General, Chattanooga, Tennessee.**

**SEE Peter Pan Industries.**

General lubrication recommendations.  
SEE D-A Lubricant Company, inc.

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General luminescent corp., claimant.

16603 Fechheimer, Richard

Bobby Brite learns the difference  
between day and night, written by  
Richard Fechheimer; illustrated by  
Denver L. Gillen. Chicago, General  
luminescent corp., c1946.

pamphlet. illus. 22 x 27 1/2 cm.  
(A two-in-one picture book)

On cover: Each page has a hidden  
picture ...

Spiral metal binding.

© 7-22-46; 2 c 7-28-46; General  
luminescent corp., Chicago; AA  
16603.

afn R-30-1.6

GENERAL MAC; w, m & © Charles Theodore  
Emmons 11Jun51 EU240992

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GENERAL MAC AND IKE WILL WIN THE  
FIGHT; w, m & © John F. Carrigan  
30Jan53 EU302201

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GENERAL MACARTHUR; by Arnold Holop &  
Robt. Weil © Rexford Record Corp.  
EU255197. Notice 15Jul54 v24 p401

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GENERAL MacARTHUR; m James Charles  
McNeill w & © Helen Tudor 14Sep51  
EU250422

OCT - 1 1951

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GENERAL MacARTHUR; w Robert Weil m  
Arnold Holop © Guilford Music Pub.  
Corp. 5Nov51 EU255197

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GEN. MacARTHUR © m Henry Carl  
Stephan 21May48 EU132559

G 540

General MacArthur.

see

Boldsen, Thyra Valborg.

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G 3334

Gen. MacArthur.

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Cole, Evelyn C

GENERAL MACARTHUR FOR ME AND YOU ©  
w & m Charles Leont 26May48  
EU138754

GENERAL MacARTHUR VICTORY MARCH; m &  
© Charles Burrow Hutchison 31Oct50  
EU220299

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GENERAL MacARTHUR WILL NEVER FADE  
AWAY; w, m & © Seymour Schwartz  
23Apr51 EU236329

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MAY 24 1951

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DEC 19 1951

E unpub. 413.

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MSH 3-4-46

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Equipment and supplies for industrial and construction needs.

Catalog 48. San Francisco [1948]  
382 p., illus. © R. R. Donnelley  
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INC.

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burg, Kan. [1947] 210 p., illus.

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AA78734.

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Freezer to slicer with the HydrauSlice  
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machines) Folder. Appl. author:  
David Horwitz. © 7Jan52 (in notice:  
1951); KK70990.

MAR 17 1952

Per. Sect. 11

ID | W | BW | M | BM | Q

Title General magazine and historical chronicle.

Claimant General alumni society, 3401 Spruce St., Philadelphia 4, Pa.

Remitter

Vol	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
45							
48	1	Autumn '45	10-15	11-2-45			©CIB 696791
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Title GENERAL MAGAZINE AND HISTORICAL CHRONICLEClaimant General Alumni Society, 3401 Spruce St., Phila. 4, Pa.Remitter "

Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
53	2	Wint 51	1-15	2-6-51			B 286393
53	3	Spr'51	4-15	5-11-51			B 302188
53	4	Summer	7-15	8-15-51			B 316059
54	1	Autumn'51	10-15	11-2-51			B 328929
54	2	Winter'52	1-15	2-7-52			B 341876
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(TITLE)  
© General Alumni Society, of the University of  
(CLAIMANT)  
Pennsylvania. Quarterly

		v. 195, no.	
No.	Issue	Pub. Date	Entry No.
		© ;	
		© ;	
	Feb. - Mar.	© ;	
	Apr. - May	© ;	
	June - July	© ;	
v. 56, 1953, no.			
1,	autumn	© 15 Oct 53 B 480285	No fee 6-7-54
		© ;	

THE GENERAL MAN; a yearbook, 1951.  
93 p. © Beulah Roberts Childers;  
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APR 2 - 1951

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FEB 2 1 1950

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CANADA. (Special C472) © 28Jul21,  
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Minutes ... 1929-31, 1933, 1936,  
1937, 1946. Chicago, Ill., The W. E.  
Long company, [1929-46]  
7 v. 23 1/2<sup>cm</sup>.

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independent bakeries; sponsored by the  
W. E. Long company; first conference  
held in 1915, none in 1945.

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... [1929-46] (Card 2)

Vols. for 1942-43 issued under a  
variant name of the conference: War-  
time conference of general managers.

© publisher.  
1929 ed., 15Aug29, 2c 13Sep46,  
A6461.  
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1931 ed., 15Aug31, 2c 13Sep46,  
A6463.

1933 ed., 15Aug33, 2c 13Sep46,  
A6464.

1936 ed., 15Aug36, 2c 13Sep46,  
A6465.

1937 ed., 15Aug37, 2c 13Sep46,  
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1946 ed., 12Sep46, 2c 13Nov46,  
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AA66387. SEE Long (W. E.) Co.

General manual for the SRA employee inventory.

SCIENCE RESEARCH ASSOCIATES.

General manual for the SRA employee  
inventory. 3d ed. [Chicago] 1952.  
34 p. © The Industrial Relations Center  
of the University of Chicago; 26May52;  
A69105.

I. Chicago. University. Industrial Relations  
Center.

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University. Industrial Relations  
Center.

GENERAL manual for the SRA employee  
inventory. AA208862. SRA Science  
Research Associates.

GENERAL MAP OF THE UNITED STATES  
with portions of the Dominion of  
Canada and the Republic of Mexico.  
© 10Dec20, F36504. R31779,  
26Mar48, Rand, McNally & Co. (PCB)

GENERAL MAP COMPANY, Rockford, Ill.

Atlas and plat book, Muskegon County, Mich.

Rockford, Ill., c1948. 96 p. of maps (part  
col.) 47 cm. Scale of maps is 1:31,680 or  
1:4,800. © E. S. Anderson; 16Dec48; F4966.

pc

GENERAL MAP COMPANY, Rockford, Ill.

\*Atlas and plat book of Kenosha County, Wisconsin. 58 p. maps (part col.) 47 cm. Scale of township maps 1:31,680 or 2 inches = 1 mile; scale of city, village and miscellaneous plats 1:4,800 or 1 inch = 400 feet. © General Map Co., Rockford; 1Aug50; F8055.

1. KENOSHA COUNTY, Wis.

OCT 16 1950

Library of Congress  
Copyright Office

GENERAL MAP COMPANY, Rockford, Ill.

\*Atlas and plat book, Racine County,  
Wisconsin. 66(i. e. 64) p. maps  
(part col.) 47 cm. © General Map Co.,  
Rockford; 8Jun50; F7627.

1. RACINE COUNTY, Wis.

Library of Congress  
Copyright Office

JUN 28 1950

GENERAL Map Company, Rockford, Ill.

GOODELL, HUBERT E.

\*Atlas of Champaign County, Illinois,  
compiled from surveys and the public  
records. 122 p. (p. 7-122 maps, part  
col.) 46 cm. © General Map Co.,  
Rockford, Ill.; 13Nov51; F10573.

1. CHAMPAIGN COUNTY, Ill.

I. GENERAL Map Company, Rockford, Ill.

GENERAL MAP COMPANY, Rockford, Ill.

\*Atlas of La Salle County, Illinois, 1952;  
compiled from surveys and the public  
records. [6 p.], 145 p. of maps. 46 cm.  
Scales of township maps vary. © General  
Map Co., Rockford; 15May52; F12040.

1. LA SALLE COUNTY, Ill.

GENERAL MAP COMPANY, Rockford, Ill.

\*Atlas of Richland County, Wisconsin; compiled from surveys and the public records. 43 (i. e. 59) p. maps. 47 cm. Scale of township maps 1:31,680. © General Map Co., Rockford; 25Jul51; F10145.

1. RICHLAND COUNTY, Wis.

Library of Congress  
Copyright Office

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**GENERAL MAP COMPANY, Rockford, Ill.**  
**Christian County, Illinois; plat book. Scale**  
**not given. © General Map Co., Rockford;**  
**25jun48; F3877.**

GENERAL MAP COMPANY, Rockford, Ill.

Mason County [Mich.] land ownership  
directory, atlas and plat book, sports-  
man's & tourist guide. Rockford,  
General Map Co.; distributed and sold  
by General Map-Atlas Sales Co., Muske-  
gon, Mich. 40 p. maps. 22 x 28 cm.  
Scale of township maps ca. 1:51,000.  
© General Map Co.; 24Oct49; F6776.

pc

HB/c

GENERAL MAP COMPANY, Rockford, Ill.

\*Oceana County, Michigan; land ownership directory, atlas and plat book, sportsman's & tourist guide. 38 (i. e. 40) p. (incl. cover) illus., maps. 22 x 28 cm. Cover title. Scale of township maps ca. 1:51,000. © General Map Co., Rockford; 31Jul50; F7930.

1. OCEANA COUNTY, Mich.

GENERAL MAP COMPANY, Rockford, Ill.

\*Plat book, Alexander County, Illinois.

10 p. of maps. 22 x 28 cm. Cover title.

Scale of maps ca. 1:51,000. County map  
on p. [2] of cover. © General Map Co.,  
Rockford; 25Jan50; F7033.

1. ALEXANDER COUNTY, Ill.

Library of Congress  
Copyright Office

FEB 20 1950

GENERAL MAP COMPANY, Rockford, Ill.

\*Plat book, Branch County, Mich. 37 p.  
maps. 22 x 28 cm. Cover title. Scale of  
township maps ca. 1:53,000. "Sponsored  
by Branch County Farm Bureau."  
© General Map Co., Rockford; 13Nov51;  
F10572.

DEC - 6 1951

1. BRANCH COUNTY, Mich.

GENERAL MAP COMPANY, Rockford, Ill.  
\*Plat book, Clayton County, Iowa. 45 (i.e.  
52) p. maps. 22 x 28 cm. Cover title.  
Scale of township maps ca. 1:51,000.  
© General Map Co., Rockford; 15Nov50;  
F8543.

1. CLAYTON COUNTY, Iowa.

JAN 11 1951

Library of Congress  
Copyright Office

GENERAL MAP COMPANY, Rockford, Ill.

Plat book, Columbia county, Wisconsin.

■ Maps on 23 sheets 21 1/2 x 28 cm.

© 9 May 47; # 2384.

hyb 8 Jul 47

GENERAL MAP COMPANY, Rockford, Ill.

Plat book, Delaware County, Iowa.

Rockford, General Map Co.; sponsored  
by Delaware County Farm Bureau [Man-  
chester ? Iowa] ©1948. 30 (1. e. 36)  
p. incl. 16 maps. 22 x 28 cm. Cover  
title. Maps are on the scale of ca.  
1:50,000. © General Map Co.; 28Dec48;  
F5561.

pc

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GENERAL MAP COMPANY, Rockford, Ill.

Plat book, Delaware County, Iowa.

16 p. of maps. 22 x 28 cm. Scales  
not given. © General Map Co., Rock-  
ford, Ill.; 28Dec48; F5165.

HB/c pc

GENERAL MAP COMPANY, Rockford, Ill.  
\*Plat book, Dodge County, Wisconsin.  
51 p. maps. 22 x 28 cm. Cover title.  
Scale of township maps ca. 1:51,000.  
© General Map Co., Rockford; 15Nov50;  
F8544.

1. DODGE COUNTY, Wis.

Library of Congress  
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JAN 11 1951

GENERAL MAP CO. ©, Rockford,  
Ill.

Plat book, Dubuque County, Iowa.

©27Oct47; F2952.

GENERAL MAP CO. ©, Rockford, Ill.  
Plat book, DuPage County, Illinois. Maps  
on 10 pages. © 28 May 47; F2627.

GENERAL MAP COMPANY, Rockford, Ill.

\*Plat book, Hamilton County, Illinois. 21 p.  
maps. 22 x 28 cm. Cover title. Scale  
of township maps ca. 1:51,000. © General  
Map Co., Rockford; 6Jun51; F10169.

1. HAMILTON COUNTY, Ill.

SEP 27 1951

Library of Congress  
Copyright Office

GENERAL MAP COMPANY, Rockford, Ill.

\*Plat book, Henry County, Illinois. 30 p.  
maps. 22 x 28 cm. Cover title. Scale  
of township maps ca. 1:51,000. © Gen-  
eral Map Co., Rockford; 22May50;  
F7932.

1. HENRY COUNTY, Ill.

GENERAL MAP COMPANY, Rockford, Ill.

\*Plat book, Howard County, Missouri. 29 p.  
maps. 22 x 28 cm. Cover title. Scale  
of township maps ca. 1:53,000. "Distrib-  
uted by the Howard County Farm Bureau."  
© General Map Co., Rockford; 12Nov52;  
F13488.

1. HOWARD COUNTY, Mo.

GENERAL MAP COMPANY, Rockford, Ill.

\*Plat book, Ingham County, Mich. 16 p.

maps. 22 x 28 cm. Cover title.

Scale of township maps ca. 1:51,000.

"Sponsored by Ingham County Farm Bureau." © General Map Co., Rockford;  
15May52; F12039.

1. INGHAM COUNTY, Mich.

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GENERAL MAP COMPANY, Rockford, Ill.  
Plat book; Jackson County, Iowa. Atlas. ©  
General Map Co., Rockford, Ill.; 3 May 48;  
F3776.

GENERAL MAP COMPANY, Rockford, Ill.

HOLT, ROY H.

\*Plat book, Jefferson County, Illinois.

19 p. (p. 3-19 maps) 22 x 28 cm. Cover  
title. Scale of township maps ca.

1:52,000. Appl. author: General Map Co.  
© General Map Co., Rockford; 28Dec51;  
F10727.

1. JEFFERSON COUNTY, ILL.

I. GENERAL MAP COMPANY, Rockford, Ill.

Library of Congress  
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JAN 25 1952

GENERAL MAP COMPANY, Rockford, Ill.

\*Plat book, Jefferson County, Wisconsin.

[2] p., 18 p. of maps. 22 x 28 cm.

Cover title. Scale of township maps ca.  
1:51,000. © General Map Co., Rock-  
ford; 15Oct50; F8343.

1. JEFFERSON COUNTY, Wis.

Library of Congress  
Copyright Office

DEC 18 1950

GENERAL MAP COMPANY, Rockford, Ill.

\*Plat book, Jersey County, Illinois, and  
purebred livestock directory. 35 (i. e.  
40) p. maps. 22 x 28 cm. Cover title.  
Scale of township maps ca. 1:51,000.  
© General Map Co., Rockford; 21Jul50;  
F7931.

1. JERSEY COUNTY, Ill.

OCT 2 - 1950

Library of Congress  
Copyright Office

GENERAL MAP COMPANY, Rockford, Ill.

\*Plat book, Johnson County, Illinois.

24 p. maps. 22 x 28 cm. Cover title.

Scale of township maps ca. 1:51,000.

© General Map Co., Rockford; 21Jul50;  
F7933.

1. JOHNSON COUNTY, Ill.

SEP 19 1950

Library of Congress  
Copyright Office



GENERAL MAP COMPANY, Rockford, Ill.  
Plat book, Livingston County, Illinois. 64 p.  
incl. maps. Scale not given. Cover title.  
© General Map Co., Rockford, Ill.;  
25Jan49; F5066.

pc

GENERAL MAP COMPANY, ROCKFORD,  
ILL.

\*Plat book, Logan County, Illinois. . 20 p. of maps. 22 x 28 cm. Cover title. Scale of township maps ca. 1:51,000. "Distributed by Logan County Farm Bureau and Logan 4-H Clubs." © General Map Co., Rockford; 31Jul51; F10144.

1. LOGAN COUNTY, ILL.

SEP 19 1951

Library of Congress  
Copyright Office

GENERAL MAP COMPANY, Rockford, Ill.

\*Plat book, Marshall & Putnam Counties,  
Illinois. 20 p. of maps. 22 x 28 cm.  
Cover title. Scale of township maps ca.  
1:50,000. "Distributed by Marshall-  
Putnam Farm Bureau." © General Map  
Co., Rockford; 13Nov51; F10571.

1. MARSHALL COUNTY, Ill.
2. PUTNAM COUNTY, Ill.

DEC 6 1951

Library of Congress  
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GENERAL MAP COMPANY, Rockford, Ill.

\*Plat book, Monroe County, Illinois.

29 (i.e. 44) p. maps. 22 x 28 cm.

Cover title. Scale of township maps  
ca. 1:51,000. © General Map Co.,  
Rockford; 1Jun51; F10168.

1. MONROE COUNTY, Ill.

OCT - 2 1951

Library of Congress  
Copyright Office

GENERAL MAP COMPANY, Rockford, Ill.

\*Plat book, Montgomery County, Illinois.

[52] p. 23 maps. 22 x 28 cm. Cover title. Scale of township maps ca.

1:51,000. "Sponsored by Montgomery County Farm Bureau." © General Map Co., Rockford; 8Nov49; F12130.

1. MONTGOMERY COUNTY, Ill.



GENERAL MAP COMPANY, Rockford, Ill.  
Plat book, Moultrie County, Illinois.  
Rockford, General Map Co.; sponsored  
by Moultrie County Farm Bureau [Sul-  
livan? Ill.] 11 (i. e. 28) p. incl.  
12 maps. 22 x 28 cm. Maps are on  
the scale of ca. 1:50,000. © Gen-  
eral Map Co.; 7Mar49; F5612.

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**GENERAL MAP COMPANY.**

**Plat book of Bureau County, Illinois. Atlas.**

**© General Map Co., Rockford, Ill.; 15Apr48;  
F3601.**

GENERAL MAP COMPANY, Rockford, Ill.

\*Plat book, Perry County, Illinois. 15 p.  
(chiefly maps) 22 x 28 cm. Cover title.  
Scale of township maps ca. 1:52,000.  
"Distributed by Perry County Farm  
Bureau." © General Map Co., Rockford;  
28Dec51 (in notice: 1952); F10729.

1. PERRY COUNTY, Ill.

Library of Congress  
Copyright Office

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GENERAL MAP COMPANY, Rockford, Ill.

\*Plat book, Pike County, Illinois. 51 p.  
group port., maps. 22 x 28 cm. Cover  
title. Scale of township maps ca.  
1:51,000. © General Map Co., Rock-  
ford; 15Oct50; F8344.

1. PIKE COUNTY, Ill.

DEC 18 1950

Library of Congress  
Copyright Office

GENERAL MAP COMPANY, Rockford, Ill.  
\*Plat book, Pulaski County, Illinois. 8 l.  
of maps. 22 x 28 cm. Scale of maps  
ca. 1:51,000. © General Map Co.,  
Rockford; 12Jan50; F7000.

1. PULASKI COUNTY, Ill.

Library of Congress  
Copyright Office

FEB 14 1950

GENERAL MAP COMPANY, Rockford, Ill.

\*Plat book, Racine County, Wisconsin.

12 p. of maps. 22 x 28 cm. Scale of  
township maps ca. 1:51,000. Cover  
title. © General Map Co., Rockford;  
8Jun50; F7681.

1. RACINE COUNTY, Wis.

Library of Congress  
Copyright Office

JUN 18 1950

GENERAL MAP COMPANY, Rockford, Ill.  
\*Plat book, Randolph County, Illinois. 37 p.  
maps. 22 x 28 cm. Cover title. Scale  
of township maps ca. 1:51,000. © General  
Map Co., Rockford; 20May51; F10170.

1. RANDOLPH COUNTY, ILL.

SEP 27 1951

Library of Congress  
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GENERAL MAP COMPANY, Rockford, Ill.  
Plat book, Rock county, Wisconsin.  
21 1/2 x 28cm. Maps on 20 pages.  
© 2Apr47; F 2014.

ROCK COUNTY, Wis.

nm 29May47

**GENERAL MAP COMPANY, Rockford, Ill.**

**\*Plat book, St. Clair County, Illinois. 21 p.  
(p. 2-21 maps) 22 x 28 cm. Cover title.  
Scale of township maps ca. 1:55,000.**

**"Distributed by the St. Clair County Farm  
Bureau." © General Map Co., Rockford;  
28Nov52; F13487.**

**1. ST. CLAIR COUNTY, Ill.**

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Copyright Office



GENERAL MAP COMPANY, Rockford, Ill.

\*Plat book, Tazewell County, Illinois.

Rockford, General Map Co.; sponsored  
by Tazewell County Rural Youth and  
Farm Bureau. 22 (i. e. 52) p. maps.  
22 x 28 cm. Cover title. Scale of  
township maps ca. 1:51,000. © General  
Map Co.; 23Feb50; F7124.

1. TAZEWELL COUNTY, Ill.

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**GENERAL MAP COMPANY, Rockford, Ill.**  
**Plat book; Walworth County, Wisconsin. At-**  
**las. © General Map Co., Rockford, Ill.;**  
**16Mar48; F3668.**

GENERAL MAP COMPANY, Rockford, Ill.

\*Plat book, Washington County, Illinois.

31 p. maps. 22 x 28 cm. Cover title.  
Scale of township maps ca. 1:55,000.

"Sponsored by T. R. May ... Nashville,  
Illinois ... Maps were revised by T. R.  
May and Wilson Day." © General Map  
Co., Rockford; 28Dec51 (in notice: 1952);  
F10728.

1. WASHINGTON COUNTY, ILL.

Library of Congress  
Copyright Office

JAN 3 1 1952

General marine catalog. 1947.

AA51859. see Dingley press, inc.

THE GENERAL MARINE CATALOG, 1953.  
A91413. SEE Harris Company.

The general marine catalog, 1954.

SEE Nuttall-Styris Company.

Marine hardware and equipment.

General Mark Clark march..  
Rubin, Morris.

General Marshall of Uniontown; w  
A. G. Hukan, m Robert VanSickle.  
© A. G. Hukan, Uniontown, Pa.;  
18Apr47; EU49134.

General mathematical ability, high-school level, form C. see United States armed forces institute. Tests of general educational development, test five: General mathematical ability, high-school level, form C. AA50100.

elg 7-29-47

General mathematical ability, high-school  
level, form D. see United States armed  
forces institute. Tests of general  
educational development, test five:  
General mathematical ability, high-school  
level, form D. AA50098.

elg 7-29-47

General mathematics.

**GROSSNICKLE, FOSTER EARL.**

General mathematics. 362 p. illus.

© The John C. Winston Co., Philadelphia;  
22Aug49; A35262.

I. Winston (John C.) Co.

sh/ r

General mathematics.

MALLORY, VIRGIL SAMPSON.

General mathematics; a practical course  
for high school, by Virgil S. Mallory and  
Kenneth C. Skeen. 478 p. illus.  
© Benj. H. Sanborn & Co., Chicago;  
2Jan51; A51499.

I. Skeen, Kenneth C., joint author.

II. Sanborn (Benj. H.) and Co. PLB 21 1951

Library of Congress  
Copyright Office

dac/r

General mathematics.

EDGERTON, EDWARD IRA.

General mathematics; a third course  
in the new mathematics, by Edward I.  
Edgerton and Perry A. Carpenter. [New  
ed.] 490 p. illus. © Allyn and Bacon,  
Boston; 8Mar49; on revisions & additions;  
A33186.

- I. Carpenter, Perry Amherst, joint author.
- II. Allyn and Bacon.

Library of Congress  
Copyright Office

egm/mg

General mathematics.

POTTER, MARY ATHENA.

Mathematics for everyone, by Mary A.  
Potter and Hildegarde R. Beck.

(Their General mathematics, 1)

367 p. © on changes; Ginn and Co.;  
8Sep53; A113613.

I. Beck, Hildegarde R., joint author.

II. Ginn and Company. III. Title.

IV. Title: General mathematics.

General mathematics at work.

EWING, CLAUDE HENRY.

General mathematics at work [by]  
Claude H. Ewing [and] Walter W. Hart.  
[Most of the material was copyrighted  
in 1945 under the title: Essential  
vocational mathematics] [Boston, 1952]  
266 p. illus. © on revisions; D. C.  
Heath and Co.; 8Aug52; A72167.

- I. Hart, Walter Wilson, joint author.
- II. Heath (D. C.) and Company.

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Copyright Office



w/e

AA 22987 General mathematics for junior high  
school.

Miller, George Edwin.

General mathematics for junior high school, by George Edwin Miller ... Natchitoches, La. [Ann Arbor, Mich., Edwards brothers, inc., lithoprinters, 1946.

3 p. l., 175 p. illus., diagrs. 21 $\frac{1}{2}$ ".

"Supplementary mathematics texts" : p. 160.

© 8-21-46; 2 c 9-4-46; George Edwin  
Miller, Natchitoches, La.; AA 22987.

1. Mathematics.

QA39.M498

510

46-8033

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[4]

General mathematics for the shop.

NELSON, GILBERT D.

General mathematics for the shop [by]  
Gilbert D. Nelson, Frank C. Moore [and]  
Carl Hamburger; under the editorship of  
Philip Becker. Boston, Houghton  
Mifflin. 440 p. illus. (Riverside mathe-  
matics series) © Gilbert D. Nelson,  
Frank C. Moore & Carl Hamburger;  
9Feb51; A52210.

I. Moore, Frank C., joint author. II. Ham-  
burger, Carl, joint author. III. Becker,  
Philip, ed.

Library of Congress  
Copyright Office

MAR 7 - 1951

ma/r

General mathematics for the tenth year.

✓ NEW YORK (CITY) BOARD OF EDUCATION.  
General mathematics for the tenth  
year. 95 p. © Board of Educa-  
tion of the City of New York;  
29Nov54; A163795.

Library of Congress  
Copyright Office

b/1

General mathematics in daily activities.

HART, WALTER WILSON.

General mathematics in daily activities [by] Walter W. Hart [and] M. Cottell Gregory. [A revision of Socialized general mathematics] 406 p. illus. © D. C. Heath and Co., Boston; 11Mar48; A16689.

I. Gregory, Cottell, joint author.

II. Heath (D. C.) & Co.

md/b

General mathematics III. Achievement  
examinations for secondary schools.  
SEE Educational Publishers, Inc.  
Educational Test Bureau.

GENERAL MATTRESS COMPANY ©.

"For the rest of your life." (Mattresses) Label. © Robert C. Krause, d.b.a. The General Mattress Co.; 27Jun49; KK38409.

GENERAL mattress work, including plain  
seaming, binding ... SEE Singer  
Manufacturing Company. KK48438.

MAY - 1 1959

General mechanical drawing.

**JERVIS, WILLIAM.**

General mechanical drawing; a psychological approach to a practical subject.

Ed. 1. 291 p. illus. (The Arts and industries series) © International Textbook Co., Scranton; 16Jan50; A40679.

I. International Textbook Co.

dr/r

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Copyright Office

MAR 1 0 1950

General merchandise.

See

Chain store business guide, inc.  
Chain store guide.

GENERAL MERCHANDISE CO. ©,  
Milwaukee.

Wholesale catalog nos. 74, 75.  
2 v., illus. © 15 Aug 47;  
AA59837-59838.

GENERAL MERCHANDISE COMPANY ©.

Wholesale catalog no. 83. Mil-  
waukee [1948] 448 p., illus.

© 9Aug48; AA92537.

General merchandise, premiums,  
novelties, specialties, decora-  
tions, ornaments, and toys. SEE  
Acme Premium Supply Corporation.

# General metal work.

**Grayshon, Alfred B**

General metal work, by Alfred B. Grayshon ... 2d ed. New York, D. Van Nostrand company, inc. [1946]

4 p. l., v-viii, 257 p. illus., diagrs. 23½".

"First published, February, 1930 ... Second edition, March, 1946."

"Projects, with operation sheets" : p. [47]-223.

Includes bibliographical references.

© 5-28-46; 2c 6-9-46; D. Van Nostrand company, inc., New York; A 3274.

1. Metal-work. 2. Project method in teaching.

46-5085

Library of Congress

TT205.G7 1946

[4]

371.426871

General metallurgy.

HANSEN, MAX, ed.

General metallurgy. Senior author: Max Hansen; co-authors: U. Dehlinger [and others] Translated, edited, and published, in cooperation with the Office of Technical Services, Dept. of Commerce, U. S. Government, by the O. W. Leibiger Research Laboratories, inc. Chief translator: I. S. Leibiger; chief editor: O. W. Leibiger. Petersburg, N. Y. [1950] 395 p. (The American FIAT review of  
APR 3 - 1951

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Library of Congress  
Copyright Office

A53064      dac/r

HANSEN, MAX, ed.

General metallurgy... (Card 2)

German science, 1939-1946, v. 31) © on  
translation; O. W. Leibiger Research  
Laboratories, inc.; 1Nov50; A53064.

I. Leibiger, Irma S., tr.

II. Leibiger, O. W., ed.

III. Leibiger (O. W.) Research Laboratories,  
inc.

**GENERAL METALS.** Source title. SEE

Art metal: making trays and bowls.

Bench metal: cutting.

Bench metal: drilling.

Bench metal: filing.

Sheet metal: forming and seaming.

Sheet metal: laying out and cutting.

General metals.

FEIRER, JOHN LOUIS.

General metals. New York [1952] 257 p.  
illus. (McGraw-Hill publications in  
industrial arts) © McGraw-Hill Book  
Co., inc.; 21Feb52; A64304.

I. McGraw-Hill Book Company, inc.

*no R,  
as yet*

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GENERAL METALS CORPORATION ©.

Enterprise diesels. Flow sheet,  
automatic pump control (pneumatic)

Bulletin ES-B65. Folder. Appl.

author: William F. Haddon.

© 14May53; KK89884.

GENERAL Metals Corporation. SEE En-  
terprise Engine and Machinery Com-  
pany.

FEB 12 1951

GENERAL METALS CORPORATION. METALS  
DIVISION.

Forging design and other useful  
information. 78 p. © General  
Metals Corp., Metals Division;  
17Dec52; A109650.

General methods of teaching.

**MELVIN, ARTHUR GORDON.**

General methods of teaching. 1st ed.

New York, 1952. 251 p. illus.

(McGraw-Hill series in education)

© McGraw-Hill Book Co., inc.; 26May52;  
A67260.

I. McGraw-Hill Book Company, inc.

Library of Congress  
Copyright Office

/r

- General Mickey.

LAPPIN, PETER.

General Mickey, a true story. New  
Rochelle, N. Y. [1952] 166 p.  
© Salesiana Publishers; 27May52;  
A67821.

I. Magone, Michael.

II. Salesiana Publishers, New Rochelle, N. Y.

GENERAL military science, v. 1. The  
R. O. T. C. manual for Senior Division  
Army R. O. T. C. units. [J. B. Sweet,  
editor in chief] [1st ed.] Harrisburg,  
Pa. [1952] 576 p. illus. © The  
Military Service Pub. Co.; 20Oct52;  
A71471.

- I. Sweet, Joseph Burton, ed.
- II. Military Service Publishing Company.



GENERAL MILITARY SCIENCE - 1. The  
R.O.T.C. manual for Senior Division  
Army R.O.T.C. Units. Course I-1:  
Organization of the Army and  
R.O.T.C. [Editor in chief: J. B.  
Sweet] [1st ed.] 94 p. © The  
Military Service Pub. Co.; 14Aug53;  
A102281.

GENERAL MILITARY SCIENCE - 1. The  
R.O.T.C. manual for Senior Division  
Army R.O.T.C. Units. Course I-2:  
American military history. cEditor  
in chief: J. B. Sweet; 1st ed.  
229 p. © The Military Service Pub.  
Co.; 3Aug53; A101387.

GENERAL MILITARY SCIENCE-1. The  
R.O.T.C. manual for Senior Division  
Army R.O.T.C. Units. Course I-3:  
Individual weapons and marksmanship.  
Editor-in-chief: J. B. Sweet;  
1st ed.; © The Military Service  
Pub. Co.; 18Aug53; A102737.

GENERAL MILITARY SCIENCE - 1. The  
R.O.T.C. manual for Senior Division  
Army R.O.T.C. Units. Course I-4:  
School of the soldier and exercise  
of command. Editor in chief: J.  
B. Sweet; 244 p. © The Military  
Service Pub. Co.; 24Aug53; A103419.

GENERAL MILITARY SCIENCE - 2. The  
R.O.T.C. manual for Senior Division  
Army R.O.T.C. Units. Course II-1:  
Crew-served weapons. Restricted  
security information. Editor in  
chief: J. B. Sweet; 1st ed. 404 p.  
© The Military Service Pub. Co.;  
3Aug53; A101388.

GENERAL MILITARY SCIENCE - 2. The  
R.O.T.C. manual for Senior Division  
Army R.O.T.C. Units. Course II-3:  
Map and aerial photograph reading.  
Editor in chief: J. B. Sweets  
1st ed. 90 p. © The Military  
Service Pub. Co.; 3Aug53; A101389.

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**GENERAL MILITARY SCIENCE - 3.**

The R.O.T.C. manual for Senior  
Division Army R.O.T.C. units.

Course III-1, Small unit tactics,  
including communications. cJ. B.  
Sweet, editor-in-chief; 470 p.

© The Military Service Pub. Co.;  
31Aug53; A104301.

GENERAL MILITARY SCIENCE - 3. The  
R.O.T.C. manual for Senior Division  
Army R.O.T.C. Units. Course III-2:  
Arms and services. Editor in  
chief: J. B. Sweet; 103 p. © The  
Military Service Pub. Co.; 31Aug53;  
A104412.

GENERAL MILITARY SCIENCE - 3. The  
R.O.T.C. manual for Senior Division  
Army R.O.T.C. Units. Course III-3:  
Military teaching methods with ap-  
plication to first aid and military  
sanitation and rifle marksmanship.  
Editor in chief: J. B. Sweet,  
145 p. © The Military Service Pub.  
Co.; 25Aug53; A103420.

GENERAL MILITARY SCIENCE, III. Course  
III-4, Leadership. The R. O. T. C.  
manual for Senior Division Army  
R. O. T. C. units. cJ. B. Sweet,  
editor-in-chief; 84 p. © The  
Military Service Pub. Co.; 28Aug53;  
A103742.

GENERAL MILITARY SCIENCE - 4. The  
R.O.T.C. manual for Senior Division  
Army R.O.T.C. Units. Course IV-1:  
Logistics, including supply and  
evacuation, troop movements, and  
motor transportation. [Editor in  
chief: J. B. Sweet] [1st ed.]  
175 p. © The Military Service Pub.  
Co.; 21Aug53; A103124.

GENERAL MILITARY SCIENCE - 4. The  
R.O.T.C. manual for Senior Division  
Army R.O.T.C. Units. Course IV-2:  
Operations, including command and  
staff, estimate of the situation and  
combat orders, military intelligence,  
the military team and training man-  
agement. Editor in chief: J. B.  
Sweets. 297 p. © The Military Ser-  
vice Pub. Co.; 31Aug53; A104414.

GENERAL MILITARY SCIENCE - 4. The  
R.O.T.C. manual for Senior Division  
Army R.O.T.C. Units. Course IV-3:  
Personnel management, including  
military administration and mili-  
tary justice. [Editor in chief:  
J. B. Sweet] [1st ed.] 182 p.  
© The Military Service Pub. Co.;  
21Aug53; A103129.

GENERAL MILITARY SCIENCE - 4. The  
R.O.T.C. manual for Senior Division  
Army R.O.T.C. Units. Course IV-4:  
Service orientation, including role  
of the United States in world  
affairs and present world situation,  
leadership and officer indoctrina-  
tion. [Editor in chief: J. B. Sweet]  
[1st ed.] 171 p. © The Military  
Service Pub. Co.; 21Aug53; A103125.

GENERAL Mills automatic toaster. SEE  
General Mills, inc. KK35076.

GENERAL MILLS big fall bargain offer  
is getting underway. SEE General  
Mills, inc. KK28176.

KK 9287

General mills corporation, claimant  
He's a winner! Dick Schneider, 18,  
recent graduate of East high, Des Moines ..  
(Cereal) [Chicago, Printed by Chicago  
herald American] c1946.  
clipping.

Print.  
© 10-12-46; 2 c 11-5-46; Minneapolis;  
KK 9287.

hq 1-25-47

General Mills fall bargain offer. SEE  
General Mills, inc. KK27942.

GENERAL Mills fall bargain offer...  
to help you sell more irons! SEE  
General Mills, inc. KK26015.

GENERAL Mills Home Appliances fast  
recovering from fire. KK23322. SEE  
General Mills, inc.



GENERAL MILLS HORIZONS. cFeb. 1952;

Editor, Bernice Bursley.

Minneapolis, General Mills, c1952.

21 p. illus. © General Mills, inc.;

21Feb52; AA206467.

MAR 27 1952

CROSS REFERENCE CARD

GENERAL MILLS HORIZONS.

*See*

Horizons.

General Mills, claimant.  
Additions to the family.

See

Jam Handy organization, inc. C 775.

KK 3005

General mills, inc., claimant.

A. R. P. I. process concentrate no. 125 ...  
Vitamin D. (Vitamin concentrate) [Minneapolis,  
Printed by Jensen printing co.] c1945.  
sheet. 9 x 25 cm.

Label.

Appl. title: A. R. P. I. vitamin process D.

(c) 12-13-45; 2 c 4-29-46; Minneapolis; KK 3005

AFP 5-29-46

KK 3495

General mills, inc., claimant.

... A. R. P. I. process dispersible  
vitamin D. (Vitamin D) [Minneapolis,  
Printed by Jensen printing co.] c1944.  
sheet. illus. 12 x 15 1/2cm.

At head of title: No. 8.

Label.

© 12-20-44; 2 c 5-22-46; Minneapolis;

KK 3495.

cf 6-17-46

J 1279

General mills, inc., claimant.

Additions to the family (Part 1) and  
It's a pleasure (Part 2)  
col. film strip. 35mm.

"Produced by the Jam Handy organi-  
zation."

© 1c 8-18-46; Minneapolis; J 1279.

mrmm 12-3-46

GENERAL MILLS, INC. ©.

All these food values in Wheaties.

(Food products) Clipping.

© 20Jun48; KK27389.

GENERAL MILLS, INC., Minneapolis ©.  
Allyl starch. 18 1. (Its New pro-  
duct data sheet) © 1Sep51;  
AA195259.

OCT 24 1951

GENERAL MILLS, INC., Minneapolis ©

Allyl starch. 19 i., illus.

(Its New product data sheet)

© 15Mar51; AA185599.

JUL 5 1951

GENERAL MILLS, INC., Minneapolis ©.

Allyl starch. 21 l. (Its New product  
data sheet) © 16Sep50; AA170409.

JAN 22 1951

GENERAL MILLS, INC., Minneapolis ©  
Allyl starch. 21'1. (Its New  
product data sheet) © 8Jan51;  
AA176097.

MAR 12 1951

GENERAL MILLS, INC., Minneapolis.

Allyl starch. Feb. 12, 1952, U.

19 l. (Its New product data sheet)

© General Mills, Inc.; 15Feb52;

AA206468.

MAR 26 1952

D pub 3438

General mills, inc.

... Amyitis plans Elona's death... Minn-  
neapolis, General mills, ©1946.

Various pagings. (The Story of the Bible,  
Daniel sequence)

Radio program

Reproduced from typewritten copy

Appl. author: Adele Seymour, employee for  
hire

© 3-1-46; 2 c 4-29-46; General mills, inc.,  
Minneapolis; D pub 3438.

el 6-18-46

GENERAL MILLS, INC. ©.

Another link in your automatic  
packaging line. (Packaging  
machinery) Sheet. © 1 May 48;  
KK25205.

KK 9720

General mills, inc., claimant

Apple pyequick; a Betty Crocker product.  
(Food products) [Minneapolis, Printed by  
Harrison Smith printing co.] cl946.

sheet. illus.  $38 \frac{1}{2} \times 26 \frac{1}{2}$  cm.

Label.

(c) 11-5-46; 2 c 12-3-46; Minneapolis: KK 9720.

mgo 1-30-47

General mills, inc., claimant.

Apple slices, too, in Pyequick!  
(Food products) [Boston, Printed by Boston  
Sundy herald] cl947.  
clipping.

Print.

© General mills, inc., Minneapolis;  
3May47; KK13831.

elg 7-14-47

GENERAL MILLS, INC. ©.

Apples go high hat with toppers  
of Gold Medal biscuits. (Food  
products) Clipping. © 25Aug48;  
KK27372.

GENERAL MILLS, INC. ©.

Are you all set for the General  
Mills fall bargain offer. (Elec-  
trical appliances) Clipping.

© 25Aug48; KK27379.

D pub.

123 General Mills, inc.

... Arioeh and Elona ... Minneapolis,  
General Mills, inc., c1945.

[45] 1. (The Story of the Bible.  
Daniel sequence)

Reproduced from typewritten copy.  
Radio program.

Application authors: Katherine and  
Adele Seymour, employees for hire of  
General Mills, inc.

© 12-7-45; 2 c 1-7-46; General Mills,  
inc., Minneapolis; D pub. 123.

vls 4-16-46

GENERAL MILLS, INC., Minneapolis.

Ask the animals. The story of  
General Mills' Larro Research  
Farm. 1 v. illus. © General  
Mills, inc.; 18Feb52; AA206465.

MAR 26 1952

GENERAL MILLS, INC. ©.

At last! Angel food lightness -  
butter cake richness - real choc-  
olate flavor! Betty Crocker cocoa  
"chiffon." (Food products) Clip-  
ping. © 17Sep48; KK27373.

GENERAL MILLS, INC. ©

At last! Flaky, tender pie crust every time. Gold Medal flour, Wesson oil. [From Successful farming, Sept. 1950, p. 2] Sheet.

© 21Aug50; KK55062.

NOV 13 1950

GENERAL MILLS, INC. ©

At last! Flaky, tender pie crust every time. Gold Medal flour, Wesson oil. [From Woman's home companion, Sept. 1950, p. 50-51] Sheets.  
© 18Aug50; KK55054.

NOV 13 1950

KK 7400

General mills, inc., claimant

At long last the wheat emergency is over and  
once more your family can have all of the finest  
bakings they desire ... (Flour) [San Francisco  
Printed by Crocker union lithograph co., cl946]  
folder. illus. 11  $\frac{1}{2}$  x 7 cm. (SA 1368)

Print.

Appl. title: Drifted snow recipe inserts SA no.  
1368.

Appl. author: Martha Meade pseudonym  
Gladys Mason.

© 8-15-46; 2 c 11-22-46; San Francisco;  
KK 7400.

mge 12-20-46

KK 7401

General mills, inc., claimant

At long last the wheat emergency is over and  
once more your family can have all of the finest  
bakings they desire. (Flour) [San Francisco,  
Printed by Crocker union lithograph co., c1946]  
folder. illus. 11  $\frac{1}{2}$  x 7 cm. (SA 1368-A)

Print..

Appl. title: Drifted snow recipe insert SA  
no. 1368-A.

Appl. author: Martha Meade pseudonym  
Gladys Mason.

© 8-15-46; 2 c  
KK 7401.

11-22-46; San Francisco;  
mgc 12-23-46

KK 3013

General mills, inc., claimant.

... At what age are diets poorest? (Food products) [Chicago, Printed by National 4-H club news] c1946.

Clipping.

Print.

At head of title: Good nutrition, one of America's most pressing educational problems.

© 2-1-46; 2 c 4-29-46; Minneapolis; KK 3013.

AFP 5-29-46

KK 3007

General mills, inc., claimant.

... Aw, mom..the kids will laugh! (Food products) [Chicago, Printed by National 4-H club news] cl946.

Clipping.

Print.

At head of title: Good nutrition, one of America's most pressing educational problems.

(c) 1-1-46; 2 a 4-29-46; Minneapolis; KK 3007.

AFP 5-29-46

GENERAL MILLS, INC. ©.

Back again-and better than ever!

(Home appliances) Clipping.

© 1Jun48; KK26009.

GENERAL Mills, inc. SEE

A baker's advertising campaign to  
sell bread. R62178.

MAY 31 1950

GENERAL MILLS, INC. ©

Banquet on a budget. (Food products)

Clipping. © 23Jul48; KK28975.

KK 3003

General mills, inc., claimant.

The bells of Christmas, 1945 sing not one  
song ... (Food and industrial products)  
[Chicago, Printed by Chicago herald American]  
c1945.

Clipping.

Print.

© 12-2-45; 2 c 4-29-46; Minneapolis; KK 3003.

AFP 5-29-46

GENERAL MILLS, INC. ©.

A better breakfast gives you more  
"go"-power! (Food products)  
Clipping. © 14 Jul 48; KK27943.

GENERAL MILLS, INC. ©.

A better breakfast makes a better  
husband! (Cereals) Clipping.

© 14Jun48; KK26014.

GENERAL MILLS, INC. ©.

A better breakfast makes a better  
student! (Cereal) Clipping.

© 23Aug48; KK27934.

GENERAL MILLS, INC. ©

A better breakfast makes a more productive day! (Cereal) Clipping.

© 28Jul48; KK27938.

GENERAL MILLS, INC. ©.

A better breakfast makes 'em "shoot  
up"! (Food products) Clipping.

© 20sep48; KK27935.

GENERAL MILLS, INC. ©.

A better breakfast makes housework  
fly! (Cereal) Clipping.

© 11Aug48; KK27937.

GENERAL MILLS, INC. ©.

A better breakfast puts roses in her  
cheeks! (Cereals) Clipping.

© 30Jun48; KK26012.

GENERAL MILLS, INC. ©.

Better cartons, at greater speed,  
for less money. (Packaging  
machinery) Clipping. © 4 Sep 48;  
KK27387.

AA 28671

✓

General mills, inc., claimant.

Better home management for happiness.  
[Minneapolis, Printed by Jensen printing  
co., c1946]

pamphlet (27 p.) illus. 24cm.  
(A3350)

© 11-7-46; 2 c 11-19-46; Minneapolis;  
AA 28671.

afp 12-17-46

AA

22025 General mills, inc., claimant.

Better meal planning for happiness.  
[Minneapolis, Printed by Jensen printing co., c1946]

pamphlet (29 p.) illus. 24 cm.  
(A3341)

© 6-21-46; 2 c 8-12-46; Minneapolis;  
AA 22025.

afp 9-30-46

GENERAL MILLS, INC. ©

Betty Crocker angel food cake mix.

1 lb. 1 oz. net wt. Series [no.]

1A. Label. © 3Dec53; KK93668.

GENERAL MILLS, INC. ©

Betty Crocker angel food cake mix.

Series no. 5-A. 1 lb. 1 oz. net

wt. Label. © 8Sep54; KK101909.

GENERAL MILLS, INC. ©.

Betty Crocker announces, first really  
new cake in 100 years! (Softasilk  
cake flour) Sheet. © 25Feb48;  
KK21729.

GENERAL MILLS, INC. ©

Betty Crocker Answer cake. Devils  
food with fudge. Series no. 1.

Net wt. 11 1/2 oz. Label.

© 1Dec54; KK102413.

GENERAL MILLS, INC. ©

Betty Crocker Answer cake. Peanut  
delight. Series no. 1. Net wt.  
11 1/2 oz. Label. © 1Dec54;  
KK102412.

GENERAL MILLS, INC. ©

Betty Crocker Answer cake. White  
with fudge. Series no. 1. Net  
wt. 11 1/2 oz. Label. © 1Dec54;  
KK102411.

GENERAL MILLS, INC. ©

Betty Crocker Answer cake. Yellow  
with fudge. Series no. 1. Net  
wt. 11 1/2 oz. Label. © 1Dec54;  
KK102414.

GENERAL MILLS, INC. ©.

Betty Crocker apple Pyequick. (Food  
products) Label. © 27Jul49;  
KK39597.

WK12327

General mills, inc., claimant.

Betty Crocker taking jubilee. (Food  
products) [Chicago, Printed by Chicago  
Sunday Herald American] cl347.

clipping.

Print.

© General mills, inc., Minneapolis;  
5Apr47; WK12327.

1May47 rs

KK 2250

General mills, inc., claimant.

Betty Crocker better breakfast tray. (Cereal)  
[St. Paul, Printed by Waldorf paper products  
co., c1945]

box. illus. 11 x 36 $\frac{1}{2}$  cm. (Series 1)  
Label.

© 11-12-45; 1 c 12-4-45, 1 c 3-29-46; Minnea-  
polis; KK 2250.

AFP 4-25-46

GENERAL MILLS, INC. ©.

Betty Crocker Bit O' Walnut chiffon.

(Food products) Clipping.

© 29oct48; KK29493.

General mills, inc., claimant.

Betty Crocker cereal tray. (Breakfast cereal) [St. Paul, Printed by Waldorf paper products co., 1947]  
box. illus. 11 x 36 x 10cm.  
(Series 4-A, First Avenue)

Label.

"Copyright 1946."

Pub. 5Feb47; © General mills, inc.,  
Minneapolis; KK11539.

afp 16Apr47

General mills, inc., claimant.

Betty Crocker cereal tray. (Breakfast cereal) [St. Paul, Printed by Waldorf paper products co., 1947]  
box. illus. 11 x 36 x 10cm.  
(Series 4-B, Second Avenue)

Label.

"Copyright 1946."

Pub. 5Feb47; © General mills, inc.,  
Minneapolis; KK11540.

.afp 16Apr47

General mills, inc., claimant.

Betty Crocker cereal tray. (Breakfast cereal) [St. Paul, Printed by Waldorf paper products co., 1947]

box. illus. 11 x 36 x 10cm.  
(Series 4-C, Third Avenue)

Label.

"Copyright 1946."

Pub. 5Feb47; © General mills, inc.,  
Minneapolis; KK11541.

afp 16Apr47

General mills, inc., claimant.

Betty Crocker cereal tray. (Breakfast cereal) [St. Paul, Printed by Waldorf paper products co., 1947]

box. illus. 11 x 36 x 10cm.  
(Series 4-D, Fourth Avenue)

Label.

"Copyright 1946."

Pub. 5Feb47; © General mills, inc.,  
Minneapolis; KK11542.

afp 16Apr47

General mills, inc., claimant.

Betty Crocker cereal tray. (Breakfast cereal) [St. Paul, Printed by Waldorf paper products co., 1947]  
box. illus. 11 x 36 x 10cm.  
(Series 4-E, Fifth Avenue)

Label.

"Copyright 1946."

Pub. 5Feb47; © General mills, inc.,  
Minneapolis; KK11543.

afp 16Apr47

General mills, inc., claimant.

Betty Crocker cereal tray. (Break-  
fast cereal) [St. Paul, Printed by  
Waldorf paper products co., 1947]  
box. illus. 11 x 36 x 10cm.  
(Series 4-F)

Label.

"Copyright 1946."

pub. 5Feb47; © General mills, inc.,  
Minneapolis; KK11516.

afp 16Apr47

GENERAL MILLS, INC. ©.

Betty Crocker cereal tray. 10 individual packs fresh-sealed in double cellophane. Net wt. 10 oz. Label. © 1Jul53; KK88511.

GENERAL MILLS, INC. ©.

Betty Crocker cereal tray, 10  
packages. (Food products) Label.  
(Series 9) © 26Sep49; KK42078.

GENERAL MILLS, INC. ©.

Betty Crocker "chiffon": (Food  
products) Clipping. © 22Mar48;  
KK28512.

GENERAL MILLS, INC. ©.

Betty Crocker "ohiffon". It's the  
first really new cake in 100  
years! (Food products) Clip-  
ping. © 28Apr48; KK28513.

GENERAL MILLS, INC. ©.

Betty Crocker chiffon cake recipes  
and secrets. 19 p., illus.

© 8Nov48; AA99928.

GENERAL MILLS, INC. ©.

Betty Crocker chocolate devils food  
cake mix. 1 1/4 lbs. net wt. La-  
bel. (Series 13-A) © 6Oct52;  
KK79864.

GENERAL MILLS, INC. ©

Betty Crocker chocolate devils food  
cake mix. 1 lb. 4 oz. net wt.

Series no. 17-A. Label.

© 5May54; KK96949.

GENERAL MILLS, INC. ©

Betty Crocker chocolate fudge brown-  
ie mix. Series no. 2B. 1 lb. net  
wt. Label. © 28Jun54; KK101914.

GENERAL MILLS, INC. ©

Betty Crocker chocolate fudge instant frosting mix. Series no. 1.

Net wt. 15 oz. Label. © 4Oct54;

KK101915.

GENERAL MILLS, INC. ©

Betty Crocker chocolate malt instant  
frosting mix. Series no. 1. Net  
wt. 15 oz. Label. © 40ct54;  
KK101916.

GENERAL MILLS, INC. ©.

Betty Crocker coconut wonder cake.

(Food products) Clipping. © 28Dec

47 (in notice: 1948); KK20442.

GENERAL MILLS, INC. ©.

Betty Crocker - Crustquick. (Food  
products) Label. [9 oz.)

© 7Jul49; KK39599.

GENERAL MILLS, INC. ©

Betty Crocker devils food cake mix.

Label. (Series 1-A) © 9Feb49;

KK35059.

GENERAL MILLS, INC. ©

Betty Crocker devils food cake mix.

Label. (Series 1-B) © 27Jan49;

KK35056.

KK 10586

General mills, inc., claimant.

... Betty Crocker "Double-quick"  
cake method ... Chocolate chip cake.  
(Food products) [Chicago, Printed by  
Chicago herald American] c1947.  
clipping.

Print.

At head of title: Meet Ann Boothby...

© author, Minneapolis; 15Feb47;

KK 10586.

zcr 3-10-47

GENERAL MILLS, INC. ©

Betty Crocker fresh orange chiffon.

(Food products) Clipping.

© 26Jan49; KK36148.

GENERAL MILLS, INC. ©

Betty Crocker gingercake and cookie  
mix. 14 1/2 ozs. Label. (7B)

© 14 Jul 50; KK55060.

NOV 13 1950

GENERAL MILLS, INC. ©.

Betty Crocker ginger cake mix.

[Ser. 2A] (Food products)

Label. © 13Aug48; KK26490.

GENERAL MILLS, INC., Minneapolis.

Betty Crocker Ginger cake mix.

(Food products) © 14Nov47;

KK18501.

GENERAL MILLS, INC. ©.

Betty Crocker ginger cake mix. Label.

(Series 4) © 20Jun49; KK38453.

GENERAL MILLS, INC. ©.

Betty Crocker ginger bread mix.

14 1/2 oz. net wt. Label. (Series 10A) © 10Oct52; NK79866.

GENERAL MILLS, INC. ©

Betty Crocker glorious yellow "Chiffon" cake. (Food products) Clipping. © 30Apr48; KK24467.

GENERAL MILLS, INC. ©, Minnea-  
polis.

The Betty Crocker guide to easy  
ironing. 31 p., illus.

© 90ct47; AA69616.

GENERAL MILLS, T.C. Co., Minneapolis.

The Betty Crocker guide to  
pressure cooking with the  
General Mills pressure quick  
saucepan. 60 p., illus.  
© Copyright; 1946.

GENERAL MILLS, INC. ©

Betty Crocker has a whole new slant  
on steam ironing! (Electrical  
appliances) Sheet. © 25May48;  
KK25206.

GENERAL MILLS, INC. ©.

Betty Crocker homogenized pie  
crust mix in sticks. 9 oz. net  
wt. Series no. 24. Label.

© 26Aug53; KK89830.

GENERAL MILLS, INC. ©

Betty Crocker homogenized pie crust  
mix in 2 sticks. Series no. 34.

9 oz. net wt. Label. © 20Jul54;

KK101911.

GENERAL MILLS, INC. ©

Betty Crocker homogenized pie crust  
mix in 4 sticks. Series no. 35.

1 lb. 2 oz. net wt. Label.

© 180ct54; KK101910.

GENERAL MILLS, INC. ©.

Betty Crocker honey spice cake mix.

1 1/4 lbs. net wt. Label. (Series 1-A) © 30Sep52; KK7986J.

GENERAL MILLS, INC. ©

Betty Crocker honey spice cake mix.

1 lb. 4 oz. net wt. Series no.

5A. Label. ① 4May54; KK96947.

AA 27491

General mills, inc., claimant.

The Betty Crocker Ironing primer.

[Minneapolis, Printed by Jensen printing co., c1946]

pamphlet (8 p.) illus. 24cm.

© 2-15-46; 2 c 11-5-46; Minneapolis;  
AA 27491.

afp 1-3-47

GENERAL MILLS, INC. ©

Betty Crocker marble cake mix. Series no. 1-A. 1 lb. 4 oz. net wt.  
Label. © 23Aug54; KK101913.

KK 10391

General mills, incorporated, claimant.

... Betty Crocker Navy bean soup ingredients. (Food products) [St. Paul, Printed by Waldorf products co.]cl947.

box. 7 x 10 1/2 x 4 1/2 cm.  
(Series 1)

Label.

At head of title: Net weight 4 1/2 oz. (4 to 6 servings) ...

© 28Jan47; author, Minneapolis;  
KK 10391.

zcr 3-6-47

GENERAL MILLS, INC. ©

Betty Crocker navy bean soup ingredi-  
ents; 4 1/2 oz. [Orange strip]

Label. (Series 3) © 3Nov49;

KK44946.

JAN 31 1950

GENERAL MILLS, INC. (M)

Betty Crocker navy bean soup ingredi-  
ents; 4 1/2 oz. [Yellow band] La-  
bel. (Series 4) (M) 21Nov49;  
KK44944.

JAN 31 1950

GENERAL MILLS, INC., Minneapolis.

Betty Crocker now brings you a new  
kind of pressure saucepan. It  
seals itself. (Electric appli-  
ances) © 8Nov47; KK18042.

GENERAL MILLS, INC. ©.

Betty Crocker of General Mills says:  
this year give food. Ferg giant ad.  
(Food products) Posters.

© 21Aug52; KK78402.

~~This~~ ...

KK 10392

General mills, inc., claimant.

... Betty Crocker Old fashioned  
corn chowder ingredients. (Food pro-  
ducts) [St. Paul, Printed by Wal-  
dorf paper products co.]c1947.

box. 7 x 10 1/2 x 3 cm. (Series  
1)

Label.

At head of title: Net weight 2 1/4  
oz.

© 28 Jan 47; author, Minneapolis;  
KK 10392.

zcr 3-6-47

GENERAL MILLS, INC. ©

Betty Crocker party cake mix. Label.

(Series 1-A) © 9Feb49; KK35057.

GENERAL MILLS, INC. ©.

Betty Crocker party cake mix. Label.

(Series 1-B) © 27Jan49; KK35058.

GENERAL MILLS, INC. ©

Betty Crocker peanut creme instant  
frosting mix. Series no. 1. Net  
wt. 15 oz. Label. © 4Oct54;  
KK101908.

GENERAL MILLS, INC. ©

Betty Crocker picture cooky book.

43 p., illus. © 21Jul48; AA91486.

GENERAL MILLS, INC. ©.

Betty Crocker picture cooky book.

43 p., illus. © 12Nov48; on  
revisions; AA108027.

GENERAL MILLS, INC. ©.

Betty Crocker pie crust mix. 9 oz.

net wt. Label. (Series 16)

© 70ct52; KK79867.

GENERAL MILLS, INC. ©

Betty Crocker pie crust mix. 4  
crust pack. 1 lb. 2 oz. net wt.  
Series no. 27. Label. © 5Dec53;  
KK93667.

GENERAL MILLS, INC. ©

Betty Crocker pie crust mix. 4  
crust pack. Series no. 30. 1 lb.  
2 oz. net wt. Label. © 7Jun54;  
KK101912.

GENERAL MILLS, INC. ©

Betty Crocker pie crust mix. 9 oz.

net wt. Series no. 29. Label.

© 11May54; KK96948.

GENERAL MILLS, INC. ©

Betty Crocker pie crust mix, Crust-  
quick. Label. © 5Apr48; KK23818.

GENERAL MILLS, INC. ©

Betty Crocker presents a new attachment. (Electric appliance) Sheet.

© 15Feb48; KK21728.

GENERAL MILLS, INC. ©

Betty Crocker presents "Chiffon"  
cake. (Food products) Folder.

© 16Apr48; KK23319.

GENERAL MILLS, INC. ©.

Betty Crocker presents her exciting

"Double-Easy" recipe for variety  
sweet dough. (Food products)

Sheet. © 19Dec47 (in notice: 1948);

KK19746.

KK 6379

General mills, inc., claimant.

Betty Crocker presents the new  
General mills tru-heat iron. (Home  
appliance) [Minneapolis, Printed by  
Minneapolis tribune]cl946.  
clipping.

Print.

© 9-8-46; 2 u 9-30-46; Minneapolis;  
KK 6379.

zcr 10-28-46

GENERAL MILLS, INC., Minneapolis.

Betty Crocker presents this  
nation-wide Apple Festival.

(Food products) Clipping.

© 26Sep47; KK17017.

GENERAL MILLS, INC. ©.

Betty Crocker presents: 3 modern  
aids to better homemaking.

(Home appliances) Clipping.

© 20Sep48; KK28509.

GENERAL MILLS, INC. ©

Betty Crocker real chicken flavor noodle soup ingredients; 2 1/4 oz.

Label. (Series 1) © 25Nov49;

KN44945.

JAN 31 1950

General mills, inc., claimant.

Betty Crocker says "Christmas day..any day  
he'll love these fruit cake bars!" (Flour)  
[Des Moines, Printed by Better homes and gardens]  
c1945.

Clipping.

Print.

Application title: Christmas day-any day he'll  
love these fruit cake bars.

(c) 11-26-45; 2 c 1-7-46; Minneapolis; KK 139.

AFP 3-22-46

KK 9434

General mills, inc., claimant.

Betty Crocker says "Gold medal's  
back again .. let's bake again!"

(Flour) [Chicago, Printed by Chicago  
Sunday tribune] cl946.

clipping.

Print.

© 10-26-46; 2 c 11-19-46; Minnea-  
polis; KK 9434.

mgc 1-14-47;

afp 2-1-47

GENERAL MILLS, INC., Minneapolis.

Betty Crocker says, "Modern  
equipment makes ironing easier."

(Home appliances) Clipping.

© 20Sep47; KK16385.

GENERAL MILLS, INC. ©.

Betty Crocker says: Now make apple  
pie in half the time with apple  
Pyequick. (Food products) Clip-  
ping. © 7Jan49; KK35074.

GENERAL MILLS, INC. ©

Betty Crocker Sperry pancake and  
waffle mix. Net wt. 14 oz. Se-  
ries no. 25. Label. © 15Sep53;  
KK93666.

GENERAL MILLS, INC. ©

Betty Crocker Sperry wheat Hearts.

Net wt.  $1\frac{1}{4}$  oz. Series no. 23.

(Cereal) Label. © 9Sep53;

KK93665.

GENERAL MILLS, INC. ©

Betty Crocker split pea soup, 4 oz.

(Food products) Label. (Series 8)

© 1900t49; KK43058.

KK 9717

General mills, inc., claimant

... Betty Crocker split pea soup ingredients.  
(Food products) [Minneapolis, Printed by  
Harrison Smith printing co.] c1946.

sheet. 28  $\frac{1}{2}$  x 45 cm.

Label.

At head of title: 50 serving size ...

© 10-12-46; 2 c 12-3-46; Minneapolis; KK 9717.

mgc 1-30-47

GENERAL MILLS, INC. ©.

The Betty Crocker steam ironing  
and pressing primer. 10 p.,  
illus. © 20Nov47; AA72397.

GENERAL MILLS, INC. ©.

Betty Crocker suggests: "Enjoy a cooler kitchen-serve a better meal-work a shorter day-with your pressure quick saucepan!" (Home appliances) Clipping. © 20Jul48; KK26016.

General mills, inc., claimant.

Betty Crocker suggests: "6 easy  
dinners." (Food products) [Chicago,  
Printed by Chicago herald-American]  
c1947.

clipping.

Print.

© General mills, inc., Minneapolis;  
15Mar47; KK11515.

afp 16Apr47

GENERAL MILLS, INC. ©.

Betty Crocker suggest: "teach  
easier, safer pressure cooking  
with the General Mills Pressure  
Quick saucepan." (Home appli-  
ances) Clipping. © 29Oct48;  
KK29487.

GENERAL MILLS, INC. ©

Betty Crocker suggests: two new ways  
to say merry Christmas. (Home ap-  
pliances) Sheet. © 6Dec47;  
KK19183.

General mills, inc., claimant.

Betty Crocker vegetable noodle soup  
ingredients. (Food products) [St. Paul,  
Printed by Waldorf paper products co.]  
c1947.

cardboard box, illus. 7 x 10 x 4cm.

Label.

© General mills, inc., Minneapolis;  
13Jun47; KK14303.

4Aug47 rs

KK 9718

General mills, inc., claimant

... Betty Crocker Vegetable noodle soup  
ingredients. (Food products) [Minneapolis,  
Printed by Harrison Smith printing co.] c1946.  
sheet. 28  $\frac{1}{2}$  x 45 cm.

Label.

At head of title: 50 serving size ...

(c) 10-12-46; 2 c 12-3-46; Minneapolis; KK 9718.

mgo 1-30-47

GENERAL MILLS, INC. ©

Betty Crocker vegetable noodle soup,  
2 1/4 oz. (Food products) Label.  
(Series 18) © 19Oct49; KK43060.

GENERAL MILLS, INC. ©.

Betty Crocker white cake mix. 1 1/4  
lbs. net wt. Label. (Series 1-A)

© 60oct52; KK79862.

GENERAL MILLS, INC. ©.

Betty Crocker yellow cake mix. 1 1/4  
lbs. net wt. Label. (Series 1-A)

© 80ct52; KK79865.

GENERAL MILLS, INC., Minneapolis ©

Betty Crocker's cake mix magic.

27 p., illus. © 11Feb51; AA176095.

MAR 12 1951

GENERAL MILLS, INC.

Betty Crocker's junior baking  
book. © General Mills, inc.;  
26Sep53; A109538.

P

GENERAL MILLS, INC. ©.

Betty Crocker's new "cake in a box."

(Food products) Clipping.

© 29Oct48; KK29494.

GENERAL MILLS, INC., MINNEAPOLIS.

Betty Crocker's picture cook book.

1st ed. 449 p. © General Mills, inc.,  
Minneapolis; 2Jun50; A49012.

NOV 27 1950

Library of Congress  
Copyright Office

dr/ms

GENERAL MILLS, INC.

Bicycles and ponies. Folder.

© General Mills, inc.; 19Oct53;

A112369.

P

GENERAL MILLS, INC. ©

Biggest cake news in 100 years! Betty

Crocker chocolate chip chiffon.

(Food products) Clipping.

© 25Feb49; KK36146.

GENERAL MILLS, INC. ©

Biggest thing in feeding! (Food  
products) Clipping. © 22Jun48;

KK24699.

GENERAL MILLS, INC. ©

Bisquick prepared baking mix.

Label. (41 A) © 22Dec50; KK59442.

APR 2 - 1951

GENERAL MILLS, INC. ©

Bisquick prepared baking mix, 40 oz.

(Food products) Label. (Series

37D) © 27Oct49; KK43059.

GENERAL MILLS, INC. ©

Bisquick, prepared baking mix; 20 oz.

(Food products) Label. (Series

37D) © 17Nov49; KK4947.

JAN 31 1950

KK 5232

General mills, inc., claimant.

Bisquick with bran. (Flour) [Minneapolis, Printed by Harrison-Smith co.] c1946  
sheet. illus. 24 x 35 1/2cm.

Label.

© 6-8-46; 2 c 8-2-46; Minneapolis;  
KK 5232.

cf 8-22-46

GENERAL MILLS, INC. ©.

Bob Feller and Wheaties. (Food products) Clipping. © 18Aug48;

KK27375.

GENERAL MILLS, INC. ©

Bottles or drums, cans or jars.

(Vacuum filling machines) Sheet.

© 10Jan48; KK21730.

GENERAL MILLS, INC. ©

A bouquet from Junior's mom and dad.

(Food products, etc.) Sheet.

© 28Apr50; KK49907.

JUN 1 6 1950

KK 9721

General mills, inc., claimant

Boys! Girls! send now! get this magic  
show! 10 wonderful tricks and illusions!  
(Cereal) [Chicago, Printed by Chicago  
Sunday tribune] cl946.

clipping.

Print.

Appl. title: Magic show.

© 11-9-46; 2 c 12-3-46; Minneapolis; KK 9721.

mgc 1-30-47

GENERAL MILLS, INC. ©.

A brand new idea to make friends.

If your license number appears in  
our ad today or on license price  
marker cards on feature displays,  
you will receive valuable prizes.  
(Food products) Sheet. © 1Nov51;  
KK72223.

GENERAL Mills, inc. SEE  
Bread, the vital food ... R61665.

MAY 1 2 1950

KK 137

General mills, inc., claimant.

Breakfast? Skit it! (Food products)

[Chicago, Printed by Agricultural leader's digest]  
c1945.

sheet. illus.  $29\frac{1}{2}$  x  $26\frac{1}{2}$  cm.  
Print.

© 11-1-45; 2 c 1-7-46; Minneapolis; KK 137.

AFP 3-22-46

GENERAL MILLS, INC. ©, Minneapolis.  
Breakfast survey sheet for check-  
ing foods pupils ate for break-  
fast. Food survey item 10.  
Sheet. © 2Jun47; AA57635.

AA 16700

General mills, inc., claimant.

Breeding turkeys. [Ann Arbor, Mich.,

Printed by the Ann Arbor press] c1946.

pamphlet. illus. 22 1/2 cm.

© 4-10-46; 2 c 8-2-46; Minneapolis;  
AA 16700.

afp 8-30-46

AA 16699

General mills, inc., claimant.

Broilers, fryers and roasters; the  
Larro way. [Detroit, Printed by O'Neil  
printing co.] c1945.

pamphlet (31 p.) illus. 23 cm.

© 12-28-45; 2 c 8-2-46; Minneapolis;  
AA 16699.

afp 8-30-46

GENERAL MILLS, INC. ©.

Broilers, fryers and roasters; the

Larso way. [L-1519, 2d ed.]

29 p., illus. © 10Mar49; AA114081.

GENERAL MILLS, INC. ©.

Broilers, fryers and roasters  
the Larro way. 29 p., illus.

© 19Dec47; AA72399.

GENERAL MILLS, INC. ©.

Budget balancing sale. Ferg giant ad.  
(Food products) Posters. © 15Apr52;

KK75422.

General mills, inc., claimant.

Build an air squadron with plastic scale model planes. (Cereal) [Chicago, Printed by Chicago carton co.] c1945.

box. illus. 21½ x 17 x 6 cm. (Series 35)

Label.

Appl. title: 7 oz. Kix carton - series 35  
(Plastic plane)

© 11-3-45; 2 © 12-4-45; Minneapolis; KK 2070.

AFP 5-15-46

AA 22040

General mills, inc., claimant.

Building store trade. [Detroit,  
Printed by Brownell-photo-lithograph  
co.] c1945.

pamphlet (8 p.) illus. 28 cm.  
(Larro merchandising bulletin no. 6)

Perforated for insertion in binder.

Appl. title: Larro merchandising bull-  
etin no. 6 ...

© 12-15-45; 2 c 8-12-46; Minneapolis;  
AA 22040.

afp 10-1-46

GENERAL MILLS, INC.

See

Bull's eye.

Library of Congress  
Copyright Office

General mills, inc.

The Bull's eye. v. 2, no. 1. (Feeds)

34 x 25 1/2cm.

Print.

© General mills, inc., Minneapolis;  
1Nov46; KK8200.

WL12325

General Mills, Inc., Glendale.

But, mother...we forgot group 1 today!  
(Food products) [East Stroudsburg,  
Pa. Printed by Practical Home Economics,  
c1941-1942.]

Print.

General Mills, Inc., Minneapolis;  
27Mar77; WL12325.

1947 re

GENERAL MILLS., INC., Minneapolis.

CB&Q diesel switcher - dispatcher's  
tower series 43E. Box no. 7.  
(Cereal) © 27Aug47; KKL7256.

GENERAL MILLS, INC., Minneapolis.

Can you pick the child who skip-  
ped breakfast? (Food products)

Clipping. © 10Aug47; KK15735.

GENERAL MILLS, INC. ©.

Carload sale. Ferg giant ads. (Food  
products) 13 l. © 15Dec52;  
KK84839.

GENERAL MILLS, INC. ©

Check the props and flippers--rev up  
those cloud-hoppin' clippers. School  
day rule: something hot at noon.  
(Food products) Clipping.

©31oct48; KK28970.

GENERAL MILLS, INC. ©

Cheerios. (Cereal) Labels.

(Packages 1-9; 28-A - 28-I)

© 12Jan48; KK20020-20028.

1112322

Cornell Mills, Inc., claimant.

Chlorides. (Food products) [St. Paul,  
Printed by National Paper Products Co.]  
1112322.

1112322 box, illus. 21 x  
17 x 6. (Series 23A)  
Label.

© Cornell Mills, Inc., Minneapolis;  
Trademark; 1112322.

1112322 rs

General mills, inc., claimant.

Cheerios. (Cereal) [Rahway, N. J., Printed  
by Container corporation of America] cl946.

cardboard box. illus. 21 x 17 x 6 cm.  
(Series 22A)

Label.

© General mills, inc., Minneapolis; 13Dec46;  
2c 19Mar47; KK11221.

elg 4-9-47

General mills, inc., claimant.

Cheerios. (Cereal) [Rahway, N. J., Printed  
by Container corp. of America] cl946.

cardboard box. illus. 21 x 17 x 6 cm.  
(Series 22B)

Label.

(C) General mills, inc., Minneapolis; 13Dec46;  
2c 19Mar47; KK11222.

elg 4-9-47

General mills, inc., claimant.

Cheerios. (Cereal) [Rahway, N. J., Printed by  
Container corporation of America] cl946.

cardboard box. illus 21 x 17 x 6 cm.

(Series 22C)

Label.

© General mills, inc., Minneapolis; 13Dec46;  
2c 19Mar47; KKL1223.

elg 4-9-47

General mills, inc., claimant.

Cheerios. (Cereal) [Rahway, N. J., Printed by  
Container corp. of America] cl946.

cardboard box. illus. 21 x 17 x 6 cm.  
(Series 22D)

Label.

© General mills, inc., Minneapolis; 13Dec46;  
2c 19Mar47; KK11224.

elg 4-9-47

GENERAL MILLS, INC. ©.

Cheerios. 7 oz. (Cereals)

Label. (Series 31A) © 22Dec48;

KK32386.

KK 1698

General mills, inc., claimant.

Cheerios, an oat cereal ready to eat.  
(Cereal) [Chicago, Printed by Con-  
tainer corp. of America] © 1945.

box, illus. 30 1/2 x 17 x 6cm.  
Label.

Appl. title: Cheerios label. (Series  
no. 18)

© 7-20-45; 2c 10-23-45; Minneapolis;  
KK 1698. 4-25-46 rs

GENERAL MILLS, INC. ©

Cheerios ready-to-eat oat cereal.

(Food products) Label. (Series

34) © 26Sep49; KK42075.

GENERAL MILLS, INC. ©.

Cheerios-special offer Lone Ranger  
frontier town. Label. © 26Jul48;  
KK26017.

GENERAL MILLS, INC., Minneapolis.

Chicken, turkey, fowl go further  
go gala this way. (Food prod-  
ucts) © 20Nov47; KK18282.

GENERAL MILLS, INC. ©.

Chocolate marvel pie: (Food products)

Sheet. © 28Jan48; KK20029.

GENERAL Mills, inc. The church and  
4-H clubs. AA95071. SEE Erickson,  
T. A.

GENERAL MILLS, INC. © .

Cinnamon rolls. (Food products)

Clipping. © 6Mar48; KK26005.

GENERAL MILLS, INC. ©.

The class that eats up art. [From  
Catholic school journal, Feb. 1951,  
p. 34A] (Food products) Sheet.

© 20Jan51; KK59444.

APR 2 - 1951

GENERAL MILLS, INC. ©.

The class that took a "stand" on nutrition. (Nutrition) Clipping.

© 17Jan49; KK32373.

GENERAL MILLS, INC., Minneapolis.

Coaling station series 43H. Box

16. (Cereal) © 27 Aug 47;

KK17259.

GENERAL MILLS, INC. ©

Collect on delivery. (Food products)

Sheet. © 3Mar48; KK21675.

GENERAL MILLS, INC. ©.

The common sense way to feed for top  
profits. (Feeds) Clipping.

© 29Sep48; KK27939.

KK12858

General mills, inc., claimant.

Company coming? (Food products) [San  
Francisco, Printed by San Francisco chronicle]  
c1947.

clipping.

Print.

⑥ General mills, inc., Minneapolis; 8Mar47;  
KK12858.

9Jun47 rs

GENERAL MILLS, INC. ©.

Company fare, by Betty Crocker.

(Food products) Clipping.

© 20Aug48; KK27386.

GENERAL MILLS, INC. ©.

Cooking up a lesson in nutrition.

[From Catholic school journal,  
Dec. 1950, p. 3A] (Food products)  
Sheet. © 30Nov50; KK59445.

APR 2 - 1951

GENERAL MILLS, INC. ©.

Corn and wheat, sugar sweet. Sugar  
Smiles. Net wt. 10 oz. (Food  
products) Label. © 11Mar53;  
KK86503.

GENERAL MILLS, INC. ©.

Corn pancakes 'n ham. Now make pie  
crust like Betty Crocker's - easy  
with Crustquick! (Food products)  
Clipping. © 20Jan49; KK32371.

GENERAL MILLS, INC. ©.

Corn pancakes 'n ham [and] Spicy  
mince-apple pie, luscious and  
thrifty. (Food products) Clipping.

© 23Jan49; KK35068.

GENERAL MILLS, INC. ©.

County fair winner says: "My folks  
thought this apple pie was my  
own!" (Food products) Sheet.

© 17Jan48; KK25202.

GENERAL MILLS, INC. ©.

County Fair winner says: "This apple  
pie made us hungry for more!"

(Food products) Clipping.

© 29Feb48; KK26008.

AA 22036

General mills, inc., claimant.

Courtesy - a prime business asset.  
[Detroit, Printed by Brownell-photo-  
lithograph co.] c1945.

folder (4 p.) illus. 28 x 21 1/2  
cm. (Larro merchandising bulletin no.  
2)

Appl. title: Larro merchandising  
bulletin no. 2 ...

© 10-15-45; 2 c 8-12-46; Minneapolis;  
AA 22036.

afp 10-1-46

KK 12855

General mills, inc., claimant.

Covers more ironing at every stroke! (Home  
appliance) [Chicago, Printed by Chicago daily  
news] 1947.

clipping.

Print.

● General mills, inc., Minneapolis; 11 Jan 47;  
KK12855.

9 Jun 47 rs

GENERAL MILLS, INC., Minneapolis.

Crane car hopper car series 43D.

Box 6. (Cereal) © 27 Aug 47;

KK17255.

AA 22042

General mills, inc., claimant.

Credits and collections. [Detroit,  
Printed by O'Neil printing co.] cl945.  
pamphlet (7 p.) 28 cm. (Larro  
merchandising bulletin 8)

Perforated for insertion in binder.

Appl. title: Larro merchandising bull-  
etin no. 8 ...

© 12-31-45; 2 c 8-12-46; Minneapolis;  
AA 22042.

afp 10-1-46

D pub 4361

General mills, inc.

... Daniel in the lions' den... Minneapolis,  
General mills, ©1946.

(Light of the world, nos. 1611-1615. The story  
of the Bible, Daniel sequence)

Reproduced from typewritten copy

Radio broadcast: May 20-24, 1946.

Appl. author: Adele Seymour, employee for hire

© 5-28-46; E c 8-2-46; General mills, inc.,  
Minneapolis; D pub 4361.

el 8-14-46

D pub 4362

General mills, inc.

... Daniel in the lions' den... Minneapolis,  
General mills, ©1946.

(Light of the world, nos. 1616-1620. The story  
of the Bible, Daniel sequence)

Reproduced from typewritten copy

Radio broadcast: May 27-31, 1946.

Appl. author: Adele Seymour, employee for hire

© 6-14-46; 2 c 8-2-46; General mills, inc.,  
Minneapolis; D pub 4362.

el 8-14-46

D pub 3434

General mills, inc.

... Daniel interprets the dream... Minn-  
neapolis, General mills, ©1946.

(The Story of the Bible, Daniel sequence)  
various pagings.

Radio program

Reproduced from typewritten copy

Appl. author: Adele Seymour, employee for  
hire

© 2-14-46; 2 c 4-29-46; General mills, inc.  
Minneapolis; D pub 3434.

el 6-18-46

D pub 3442

General mills, inc.

... Daniel is banished... Minneapolis,  
General mills, ©1946.

various pagings. (The Story of the Bible,  
Daniel sequence)

Radio program

Reproduced from typewritten copy

Appl. author: Adele Seymour, employee for  
hire

© 4-1-46; 2 c 4-29-46; General mills, inc.,  
Minneapolis; D pub 3442.

el 6-18-46

D pub 4365

General mills, inc.

... David, Mordecai, I... Minneapolis,  
General mills, ©1946.

(Light of the world, nos. 1631-35. The story  
of the Bible, Esther sequence)

Reproduced from typewritten copy

Radio broadcast: June 17-21, 1946.

Appl. author: Adele Seymour, employee for hire

© 7-1-46; 2 c 8-2-46; General mills, inc.,  
Minneapolis; D pub 4365.

el 8-14-46

D pub 4366

General mills, inc.

... David, Mordecai, II... Minneapolis,  
General mills, ©1946.

(Light of the world, nos. 1636-40. The story  
of the Bible, Esther sequence)

Reproduced from typewritten copy

Radio broadcast: June 24-28, 1946.

Appl. author: Adele Seymour, employee for hire

© 7-1-46; Z c 8-2-46; General mills, inc.,  
Minneapolis; D pub 4366.

e1 8-14-46

General mills, inc.

... David organizes underground ... Minneapolis, General mills, ©1946.

(Light of the world, nos. 1666-1670. The story of the Bible, Esther sequence)

Reproduced from typewritten copy

Radio broadcast: Aug. 5-9, 1946.

Appl. author: Adele Seymour, employee for hire

© 8-26-46; 2c 9-30-46; General mills, inc.,  
Minneapolis; D pub. 5170.

e1 10-22-46

GENERAL MILLS, INC., Minneapolis ©  
Deriphat detergents. 14 l. (Its  
New product data sheet) © 15Sep51;  
AA195258.

OCT 24 1951

GENERAL MILLS, INC., Minneapolis.  
Dinner for two, by Betty Crocker.  
16 p. illus. © General Mills,  
inc.; 23Apr52; AA218473.

KK 8198

General mills, inc., claimant.

Dinner's ready! And how flattered  
the folks feel ... (Food products) [St.  
Louis, Printed by St. Louis globe-demo-  
crat] c1946.

clipping.

Print.

© 50ct46; 2c 21Jan47; author, Minne-  
apolis; KK 8198.

pam 2-8-47

GENERAL MILLS, INC. ©, Minneapolis.

Directions for scoring the pupil  
food record. Food survey item 6.  
Folder. © 2Jun47; AA57633.

GENERAL MILLS, INC. ©; Minneapolis.

Directions to teacher concerning  
use of the food records. Food  
survey item 1. Sheet.

© 2Jun47; AA57629.

KK 6376

General mills, inc., claimant.

Dive in! an oat cereal ready to eat!  
(Cereal) [Chicago, Printed by Chicago  
Sunday tribune]cl946.  
clipping.

Print.

© 8-11-46; 2 c 9-30-46; Minneapolis;  
KK 6376.

zcr 10-28-46

General mills, inc., claimant.

Do "white collar" children eat better than others? (Food products) [Chicago, Printed by National 4-H club news] c1946.

Clipping.

Print.

At head of title: Good nutrition, one of America's most pressing educational problems.

(c) 3-1-46; 2 c 4-29-46; Minneapolis; KK 3020.

AFP 5-31-46

GENERAL MILLS, INC. ©

Do you want more pork; quicker-  
cheaper? Larro feeds. Folder.

© 21Mar50; KK49647.

JUN 1 2 1950

KK 6375

General mills, inc., claimant.

Do you want to give your child a  
priceless gift? (Food products) [Minn-  
eapolis, Printed by Bureau of engrav-  
ing]c1946.

folder. illus. 28 1/2 x 22 cm.

Print.

© 7-1-46; 2 c 9-30-46; Minneapolis;  
KK 6375.

zcr 10-28-46

KK 3781

General mills, inc., claimant.

... Does nutrition teaching get results? (Food products) [Chicago,  
Printed by National 4-H club news] c1946,  
clipping.

Print.

At head of title: Good nutrition,  
one of America's most pressing educational problems.

© 5-1-46; 2 c 6-4-46; Minneapolis;  
KK 3781.

cf 6-2-46

GENERAL MILLS, INC. ©.

Don McNeill's new brainstorm - the  
"scrambled cereal test." (Food  
products) Clipping. © 18Sep48;  
KK27933.

GENERAL MILLS, INC. ©.

Don't let pastures fool you! Larro.

(Feed products) Folder. (LF-90)

© 20Jun50; KK53174.

OCT 2 - 1950

GENERAL MILLS, INC. ©.

"Double quick cookies are happy  
holiday news!" (Food products)  
Clipping. © 2008t48; KK29492.

GENERAL MILLS, INC. ©

A dream with ice cream ... Betty  
Crocker "Chiffon." (Food products)  
Sheet. © 28May48; EX24468.

GENERAL MILLS, INC. ©.

A dream with ice cream, this cake  
discovery of the century! Betty  
Crocker "Chiffon". (Food products)  
Clipping. © 5Jun48; KK25203.

GENERAL MILLS, INC. ©.

Drifted Snow recipe insert; recipes  
by Martha Meade. (Food products)  
Sheets.

SA1419. © 1May49; KK43061.

GENERAL MILLS, INC.

Drifted Snow receipe inserts. (Flour)

Folders. (SA-1393, SA-1388, SA-  
1388 A, SA-1378, SA-1378 A, SA-1393

A) © General Mills, Inc., Sperry  
Division; 15Mar48; KK23980-23985.

GENERAL MILLS, INC. ©

Drifted Snow recipe inserts; recipes  
by Martha Neade. (Food products)  
Sheets.

SA11419A. © 1May49; KK43057.

GENERAL MILLS, INC. ©

Drifted Snow recipe inserts; recipes  
by Martha Meade. (Food products)  
Sheets.

SA1422. © 15Aug49; KK43056.

GENERAL MILLS, INC. ©

Drifted Snow recipe inserts; recipes  
by Martha Meade. (Food products)  
Sheets.

SA11422A. © 15Aug49; KK43055.

GENERAL MILLS, INC. ©

Drifted Snow recipe inserts; recipes  
by Martha Meade. (Food products)  
Sheets.

SA1433A. © 15Oct49; KK44950.

FEB 1 1950

GENERAL MILLS, INC. ©.

Drifted Snow recipe inserts; recipes  
by Martha Meade. (Food products)  
Sheets.

SA11434A. © 15Dec49; KK44949.

JAN 31 1950

GENERAL MILLS, INC. ©.

Drifted Snow recipe inserts; recipes  
by Martha Meade. (Food products)  
Sheet.

SA-1449A. © 20May50; KK52113.

AUG 23 1950

GENERAL MILLS, INC. ©.

Drifted snow recipe inserts. Recipes  
by Martha Meade. (Food products)  
Sheet. (SA-1461-A) © 28Jul50;  
KK57808.

MAR 9 - 1951

GENERAL MILLS, INC. ©.

Dumplings no trick! Make pie crust  
like Betty Crocker's. (Food pro-  
ducts) Clipping. © 100oct48;  
KK28963.

GENERAL MILLS, INC. ©.

Easter food sale. Ferg giant ad.

(Food products) Sheet. © 25Feb52;

KK72221.

GENERAL MILLS, INC. ©.

Easter specials. Ferg giant ad.

(Food products) Sheet. © 25Feb52;

KK72222.

GENERAL MILLS, INC. ©.

Easter values. Perg giant ad. (Food  
products) Sheet. © 25Feb52;  
KK72224.

AA 28672

2

General mills, inc., claimant.

Eat and grow. [Minneapolis,

Printed by Bureau of engraving, c1946]

pamphlet (13 p.) illus. 20 1/2  
x 25cm. (A 3506)

Title from cover.

Children's story book.

© 11-2-46; 2 c 11-19-46; Minneapolis;  
AA 28672.

afp 12-17-46

D pub 3441

General mills, inc.

... Elona and Shari reunited... Minneapolis, General mills, <sup>c</sup>1946.

various pagings. (The Story of the Bible,  
Daniel sequence)

Radio program

Reproduced from typewritten copy

Appl. author: Adele Seymour, employee for  
hire

© 3-14-46; 2 c 4-29-46; General mills, inc.,  
Minneapolis; D pub 3441.

el 6-18-46

D pub 3430

General mills, inc.

... Elona becomes a dancing girl...

Minneapolis, General mills, ©1945.

(The Story of the Bible, Daniel sequence)  
various pagings.

Radio program

Reproduced from typewritten copy

Appl. author: Adele Seymour, employee for  
hire

© 1-2-46; 2 c 4-29-46; General mills, inc.,  
Minneapolis; D pub 3428.

el 6-18-46

D pub 3432

General mills, inc.

... Elona hears of Jonathan's death...

Minneapolis, General mills, ©1946.

(The Story of the Bible, Daniel sequence)  
various pagings.

Radio program

Reproduced from typewritten copy

Appl. author: Adele Seymour, employee for  
hire

© 1-29-46; 2 o 4-29-46; General mills, inc.  
Minneapolis; D pub 3432.

el 6-18-46

D pub 3427

General mills, inc.

... Elona in Arioeh's home... Minneapolis,  
General mills, inc., ©1945.

(The Story of the Bible, Daniel sequence)  
various pagings.

Radio program

Reproduced from typewritten copy

Appl. author: Adele Seymour, employee for  
hire

© 1-2-46; 2 o 4-29-46; General mills, inc.,  
Minneapolis; D pub 3427.

el 6-18-46

D pub 3437

General mills, inc.

... Elona makes a bargain... Minneapolis,  
General mills, ©1946.

(The story of the Bible, Daniel sequence)  
various pagings.

Radio program

Reproduced from typewritten copy

Appl. author: Adele Seymour, employee for  
hire

© 2-14-46; 2 c 4-29-46; General mills, inc.  
Minneapolis; D pub 3437.

el 6-18-46

D pub 3445

General mills, inc.

... Elona marries Jonathan... Minneapolis,  
General mills, ©1946.

various pagings. (The Story of the Bible,  
Daniel sequence)

Radio program

Reproduced from typewritten copy

Appl. author: Adele Seymour, employee for  
hire

© 4-15-46; 2 c 4-29-46; General mills, inc.,  
Minneapolis; D pub 3445.

el 6-18-46

D pub 3444

General mills, inc.

... Elona returns to Arioch... Minneapolis,  
General mills, ©1946.

various pagings. (The Story of the Bible,  
Daniel sequence)

Radio program

Reproduced from typewritten copy

Appl. author: Adele Seymour, employee for  
hire

© 4-15-46; 2 c 4-29-46; General mills, inc.,  
Minneapolis; D pub 3444.

el 6-18-46

General mills, inc.

... Esther chosen queen ... Minneapolis,  
General mills, ©1946.

(Light of the world, nos. 1676-1680. The story  
of the Bible, Esther sequence)

Reproduced from typewritten copy

Radio broadcast: Aug. 19-23, 1946.

Appl. author: Adele Seymour, employee for hire

© 8-30-46; 2c 9-30-46; General mills, inc.,  
Minneapolis; D pub. 5172.

el 10-22-46

D pub 4368

General mills, inc.

... Esther decides to enter contest...

Minneapolis, General mills, ©1946.

(Light of the world, nos. 1606-1610. The  
story of the Bible, Esther sequence)

Reproduced from typewritten copy

Radio broadcast: July 8-12, 1946.

Appl. author: Adele Seymour, employee for  
hire

© 7-17-46; 2 c 8-2-46; General mills, inc.,  
Minneapolis; D pub 4368.

el 8-14-46

General mills, inc.

... Esther enters contest ... Minneapolis,  
General mills, ©1946.

(Light of the world, nos. 1651-1655. The story  
of the Bible, Esther sequence)

Reproduced from typewritten copy

Radio broadcast: July 15-19, 1946.

Appl. author: Adele Seymour, employee for hire

© 8-7-46; 2c 9-30-46; General mills, inc.,  
Minneapolis; D pub. 5167.

el 10-22-46

GENERAL MILLS, INC. ©.

Ewell Blackwell and Wheaties.

(Food products) Clipping.

© 21Jul48; KK27376.

GENERAL MILLS, INC.

Experimental phenolic vehicles.

8 1. © General Mills, inc.;

23Nov53; A125210.

GENERAL MILLS, INC. ©

Extra-blessed event. (Food products)

Clipping. © 15Apr48; KK22764.

KK 3782

General mills, inc., claimant.

An eye to the future. (Food and industrial products) [Milwaukee, Printed by This week] cl946.  
clipping.

Print.

© 5-5-46; 2 c 6-4-46; Minneapolis;  
KK 3782.

cf 6-24-46

GENERAL MILLS, INC., Minneapolis.

Farming for facts. (Cereal)

© 16Jul47; KK17572.

GENERAL MILLS, INC. SEE  
Fashions in food. (M)

GENERAL MILLS, INC.

Faster, easier, better cleaning with  
O-Cel-O cellulose sponges. In the  
kitchen ... (In Western family  
magazine, Sept. 18, 1952, p. 15)  
Appl. author: T. Sloane Palmer,  
© 18sep52; KK92556.

GENERAL MILLS, INC.

Faster, easier, better cleaning with  
O-Cel-O cellulose sponges. In the  
living room ... (In Western fam-  
ily magazine, Oct. 2, 1952, p. 22)  
Appl. author: T. Sloane Palmer,  
© O-Cel-O, Div. of General Mills,  
inc.; 20Oct52; KK92555.

KK 6105

General mills, inc., claimant

... Faster, easier ironing with the  
new General mills Tru-heat iron. (Iron,  
electric appliances) [Minneapolis,  
Printed by Jensen printing co.] cl946.

folder. illus. 16 1/2 x 9 cm.

Print.

At head of title: Betty Crocker of ...

© 9-3-46; 2 c 8-12-46; Minneapolis;  
KK 6105.

mgc 10-30-46

KK 1152

General mills, inc., claimant

Faster! Simpler! Easier! Time saving  
cakes designed for western women by  
Martha Meade. (Flour) [San Francisco,  
Printed by Crocker union lithograph co]  
c1945.

folder. illus. 11 1/2 x 7 cm.  
(S A1341 A)

Print.

Application title: Time saving cakes.

Application author: Martha Meade

pseudonym Gladys Mason.

© 11-15-45; 2 c 2-18-46;  
San Francisco; KK 1152.  
mgc 4-26-46

KK 1153

General mills, inc., claimant

Faster! Simpler! Easier! Time saving  
cakes, designed for western women by  
Martha Meade. (Flour) [San Francisco,  
Printed by Crocker union lithograph co]  
c1945.

folder. illus. 11 1/2 x 7 cm.  
(S A1341)

Print.

Application title: Time saving cakes.

Application author: Martha Meade  
pseudonym Gladys Mason.

© 11-15-45; 2 c 2-18-46;  
San Francisco; KK 1153.

mge 4-26-46

GENERAL MILLS, INC., Minneapolis.

Favorite devils food cake. (Food  
products - flour) © 26Nov47;  
KK18284.

General mills, inc.

Feed news. [Minneapolis] c1947.  
sheet. illus. 28cm. (L-1426)

© General mills, inc., Minneapolis;  
24Mar47; AA49445.

afp 17Apr47

AA 22037

General mills, inc., claimant.

Feed store management. [Detroit,  
Printed by Brownell-photo-lithograph co.]  
c1945.

pamphlet (6 p.) illus. 28 cm.  
(Larro merchandising bulletin no. 3)

Appl. title: Larro merchandising  
bulletin no. 3 ....

© 11-1-45; 2 c 8-12-46; Minneapolis;  
AA 22037.

afp 10-1-46

GENERAL MILLS, INC. ©

Fill this twice a day with milk for  
\$11.25 extra profits. (Feed prod-  
ucts) Paper cup. © 25Oct48;  
KK28984.

GENERAL MILLS, INC.

Fill your own stocking first this  
Christmas...and let us help. (Elec-  
trical appliances) Clipping.

© 50ct48; KK28976.

GENERAL MILLS, INC. ©.

Find out what you've been missing,  
try the "scrambled cereal test."  
(Food products) Clipping.

© 13Nov48; KK29485.

GENERAL MILLS, INC.

Finders keepers? Folder.

© General Mills, inc.; 8Jan54;

A125208.

GENERAL MILLS, INC. ©

Flavor magic. (Food products)

Clipping. © 20Aug48; KK27941.

GENERAL MILLS, INC. ©.

The flock ✓ check. 1 v., illus.

© 4Aug48; AA108037.

GENERAL MILLS, INC. ©.

Flock ✓ check. L-2194. 1 v.;

illus. © 28Sep49; AA133859.

GENERAL MILLS, INC. ©

Flock ✓ check and controlled feeding for layers. By James B. Christiansen. Stapled sheets.

© 11Jun48; AA85873.

GENERAL MILLS, INC. ©.

Flock ✓ Check with Larro feeds for  
top egg production. Chicago,  
c1949. 14 p., illus. © 27May49;  
AA121235.

GENERAL MILLS, INC. ©.

Food carnival. Ferg giant ad. (Food  
products) Posters. © 15May52;  
KK75420.

GENERAL MILLS, INC. ©, Minneapolis.

Food survey summary sheet. Food  
survey item 7. Sheet.

© 2Jun47; AA57636.

GENERAL MILLS, INC. ©, Minneapolis.

Food survey summary sheet. Food  
survey item 8. Sheet.

© 2Jun47; AA57628.

GENERAL MILLS, INC. (G)

For a happy surprise at breakfast..  
try the "scrambled cereal test!"  
(Food products) Clipping.

© 23oct48; KK28965.

GENERAL MILLS, INC. ©.

For parties ... cinnamon thins.

(Food products) Clipping.

© 4Dec48; KK30663.

GENERAL MILLS, INC. ©.

For women who "hate to iron."

(Electric appliances) Sheet.

© 10Apr48; KK23321.

GENERAL MILLS, INC. ©, Minneapolis.

4-H club story; origins and early  
growth of the work in Minnesota,  
by Theodore A. Erickson. 52 p.,  
illus. © 4Aug47; AA61515.

AA 22028

General mills, inc., claimant.

... 4 simple steps to better dairy  
feeding; proved at Larro research farm.  
[Detroit, Printed by Douglas offset co.]  
c1945.

pamphlet. illus. 28 cm.

At head of title: General mills  
Larro feeds, "farm-tested."

© 9-6-45; 2 c 8-12-46; Minneapolis;  
AA 22028.

afp 10-1-46

KK12861

General mills, inc., claimant.

4 Walt Disney sensational new pocket size  
comic books. (Cereal) [Chicago, Printed by  
Chicago Sunday tribune] cl947.

clipping.

Print.

© General mills, inc., Minneapolis; 12Apr47;  
KK12861.

9Jun47 rs

GENERAL MILLS, INC., Minneapolis.

Freedom of choice. Minneapolis [1952]

22 p. illus. © General Mills, inc.;

6Jun52; AA218475.

GENERAL MILLS, INC. ©.

Freshness adds extra edge to flavor,  
air steals it away! School day  
rule: Something hot at noon.

[Benjamin Pomeroy II] (Food pro-  
ducts) Clipping. © 5Sep48;  
KK30667.

GENERAL MILLS, INC. ©.

Freshness adds extra edge to flavor,  
but air steals it away! (Food  
products) Clipping. © 26Sep48;  
KK28177.

GENERAL MILLS, INC. ©.

Freshness adds extra edge to flavor,  
but air steals it away [and] School  
day rule: something hot at noon.

(Food products) Clipping.

© 27Aug48; KK35067.

AA 22018

General mills, inc., claimant.

From coast to coast, ■ product of  
General mills. [Minneapolis, Printed  
by Jensen printing co., c1946]

sheets clipped together (22 p.)  
illus. 22 1/2 x 15 cm. (Merchandis-  
ing manual B-12)

© 6-12-46; 2 c 8-12-46; Minneapolis;  
AA 22018.

afp 9-30-46

GENERAL MILLS, INC. ©.

From one recipe, these 5 beginner-  
easy buttermilk rolls! Clipping.

© 15Dec48; KF32376.

GENERAL MILLS, INC. ©.

General Mills automatic toaster.

Label. © 25Mar49; KK35076.

GENERAL MILLS, INC. ©.

General Mills big fall bargain  
offer is getting underway.

(Home appliances) Clipping.

© 21Sep48; KK28176.

GENERAL MILLS, INC.

General Mills economics competency  
test. cA8405-A8406; Experi-  
mental ed. © General Mills,  
Inc.; 8Mar54; A129621-129622.

GENERAL MILLS, INC. ©

General Mills fall bargain offer  
helps you sell Tru-Heat irons  
right now. (Home appliances)  
Clipping. © 24Aug48; KK27942.

GENERAL MILLS, INC. C.

General Mills fall bargain offer...  
to help you sell more irons!

(Electric appliances) Clipping.

© 25Jul48; KK26015.

GENERAL MILLS, INC. ©

General Mills Home Appliances fast re-  
covering from fire. (Home appli-  
ances) Sheet. © 1Mar48; KK23322.

GENERAL MILLS, INC.

SEE

GENERAL MILLS HORIZONS.

Library of Congress  
Copyright Office

GENERAL MILLS, INC., Minneapolis. SEE  
General Mills horizons. AA206467.

MAR 26 1952

GENERAL MILLS, INC. ©

General Mills is putting steam in  
the housewares show. (Home appli-  
ances) Clipping. © 8Jan48;  
KK21724.

GENERAL MILLS, INC. ©.

✓ General Mills Larro feeds - "farm-  
tested". ✓ (Feed products) Label.

© 17Oct49; KK47657.

APR 18 1950

GENERAL MILLS, INC.

SEE

GENERAL MILLS POLYAMIDE RESIN-TECHNICAL  
SERVICE.

Library of Congress  
Copyright Office

GENERAL MILLS, INC., Minneapolis.

General Mills PressureQuick  
saucepan with magic metal  
safety cover. (Electric  
appliance) Label. © 4Aug47;  
KK16389.

GENERAL MILLS, INC., Minneapolis.

General Mills Tru-Heat iron.

(Electric appliance) Label.

© 28Jun47; KK16388.

GENERAL MILLS, INC. ©.

Get a new kick out of breakfast!

Make that "sorambed cereal test!"

(Food products) Clipping.

© 26Feb49; KK35069.

KK 8865

General mills, inc., claimant.

Get Kix atomic "bomb" ring. (Cereal)  
[Chicago, Printed by Chicago herald  
American] cl947.  
clipping.

Print.

Appl. title: Kix atomic "bomb" ring.  
© 18Jan47; author, Minneapolis;

KK 8865.

afp 27Feb47

GENERAL MILLS, INC. ©.

Get these animal toys on Kix boxes!

(Food products) Clipping.

© 7Aug48; KK28166.

GENERAL MILLS, INC. ©.

Get this amazing new ring - official  
Lone Ranger flashlight ring! (Food  
products) Clipping. © 7Nov48;  
KK35066.

GENERAL MILLS, INC. ©.

The Gold Medal rye dictionary.

93 p., illus. © 1Dec36;

AA103889.

GENERAL MILLS, INC. ©.

The Gold Medal rye dictionary. Rev.  
ed. Minneapolis, c1948. 99 p.,  
illus. © 15Sep48; AA104870.

GENERAL MILLS, INC., Minneapolis.

Gondola - stock car - flat car

series 43F. Box no. 10.

(Cereal) © 27Aug47. KK17257.

AA 22019

General mills, inc., claimant.

A good fit. [Minneapolis, Printed  
by Jensen printing co., c1945]  
sheets clipped together (16 p.)  
illus. 22 1/2 x 15 cm. (Merchandis-  
ing manual B-7)

© 12-31-45; 2 c 8-12-46; Minneapolis;  
AA 22019.

afp 9-30-46

GENERAL MILLS, INC. ©.

Good old-time eating..hot biscuits  
'n honey! (Food products) Clip-  
ping. © 22Oct48; KK28971.

GENERAL MILLS, INC., Minneapolis.

Great Northern box car-ore car-

Rock Island lines cabooses

series 43C. Box no. 4.

(Cereal) © 27Aug47; KK17254.

AA 22023

General mills, inc., claimant.

The greatest show on earth. [Minneapolis, Printed by Jensen printing co., c1945]

sheets clipped together (18 p.)  
illus. 22 1/2 x 15 cm. (Merchandising manual B-8)

Facts on advertising.

© 12-31-45; 2 c 8-12-46; Minneapolis;  
AA 22023.

afp 9-30-46

GENERAL MILLS, INC., Minneapolis.  
Guide posts for local 4-H leaders,  
by T. A. Erickson. [Rev. ed.]  
64 p. illus. © on revisions;  
General Mills, inc.; 20Dec51;  
AA203088. Appl. states prev.  
reg. 23Jun42, AA403219.

FEB 26 1952

KK 3001

General mills, inc., claimant.

... The "half-there" lunch. (Good nutrition,  
the half-there lunch) [Chicago, Printed by The  
journal of the American medical assn.] c1945.

Clipping.

Print.

At head of title: Good nutrition, one of Amer-  
ica's most pressing educational problems.

© 11-29-45; 2 c 4-29-46; Minneapolis; KK 3001.

AFP 5-29-46

GENERAL MILLS, INC. ☺

Hamburger dinner, the Betty Crocker  
way. (Home appliance) Sheet.

☺ 7Jan48; KK19867.

AA 24373

General mills, inc., claimant.

Handling publicity and working with  
the press. [Minneapolis, Printed by  
Jensen printing co., c1946]  
pamphlet (11 p.) illus. 28cm.

© 2-20-46; 2 c 9-30-46; Minneapolis;  
AA 24373.

afp 11-1-46

GENERAL MILLS, INC. ©.

Handy baking recipes and formulas.

Minneapolis, cl941. 68 p., illus.

© 30ct41; AA103890.

GENERAL MILLS, INC. C.

Handy baking recipes and formulas.

Rev. ed., 1948. Minneapolis [1948]

72 p., illus. © 28Apr48; AA108026.

D pub 3439

General mills, inc.

... Hassan aids Elona's escape... Minn-  
neapolis, General mills, ©1946.

various pagings. (The Story of the Bible,  
Daniel sequence)

Radio program

Reproduced from typewritten copy

© 3-1-46; 2 c 4-29-46; General mills, inc.,  
Minneapolis; D pub 3439.

el 6-18-46

General mills, inc.

... Hassan makes plans... Minneapolis,  
General mills, ©1946.

(The Story of the Bible, Daniel sequence)

various pagings

Radio program

Reproduced from typewritten copy

Appl. author: Adele Seymour, employee for  
hire

© 1-2-46; 2 c 4-29-46; General mills, inc.,  
Minneapolis; D pub 3428.

D pub.

124 General Mills, inc.

... Hassan takes over ... Minneapolis,  
General Mills, inc., ©1945.

[44] 1. (The Story of the Bible.  
Daniel sequence)

Reproduced from typewritten copy.  
Radio program.

Application authors: Katherine and  
Adele Seymour, employees for hire of  
General Mills, inc.

© 12-7-45; 2 c 1-7-46; General Mills,  
inc., Minneapolis; D pub. 124.

vls 4-16-46

General mills, inc., claimant.

Have you seen this new publication?  
(Food nutrition booklet) [East  
Stroudsburg, Pa., Printed by Lakeside  
pub. co.] cl947.  
clipping.

Print.

© General mills, inc., Minneapolis;  
28Feb47; KK11512.

afp 16<sup>th</sup>pr47

GENERAL MILLS, INC., Minneapolis.

He shovels without shoving!

(Food products) Clipping.

© 11oct47; KK17019.

GENERAL MILLS, INC. ©.

He shovels without shoving!

(Food products) Clipping.

© 23Dec47; KK19866.

GENERAL MILLS, INC. ©.

Heard about the hen that plays the  
piano? (Food products) Clipping.

© 19Jan48; KK19869.

GENERAL MILLS, INC., Minneapolis.  
Heavenly twins. (Food products)  
© 16Jun47; KK18037.

GENERAL MILLS, INC. ©

Here is another way to make pastry!

There are two accepted methods ...

Stir-N-Roll pastry method. [From

What's new in home economics,

Sept. 1950, 44-45] (Food products)

Sheet. © 1Sep50; KK57815.

FEB 12 1951

GENERAL MILLS, INC. ©.

Here it is! Perfect pie crust every-  
time! Gold Medal flour, Wesson oil.  
Poster. (A 5679) © 31 Jul 50;  
KK55057.

NOV 13 1950

GENERAL MILLS, INC. ©

Here it is! Perfect pie crust every  
time! Gold Medal flour, Wesson oil.  
Sheet. (A5678) © 31 Jul 50; KK55061.

NOV 13 1950

GENERAL MILLS, INC. ©.

Here's Betty Crocker's new Cake  
in a box ... jolly sugarplum  
cake. (Food products) Clipping.

© 26Nov48; KK32365.

KK12862

General mills, inc., claimant.

Here's that new iron sponsored by Betty  
Crocker. (Home appliance) [New York, Printed  
by American home] c1947.  
clipping.

Print.

© General mills, inc., Minneapolis; 25Apr47;  
KK12862.

9Jun47 rs

GENERAL MILLS, INC. ©.

Here's the most sensational announce-  
ment made to commercial poultrymen  
in 20 years. (Feed products)  
Folder. (LF97) © 12Jul50; KK52115.

AUG 28 1950

KK 9286

General mills, inc., claimant

He's a winner! In studies ... achievement .. character! (Cereal) [Chicago, Printed by Chicago herald American] cl946. clipping.

Print.

© 9-28-46; 2 c 11-5-46; Minneapolis; KK 9286.

hq 1-25-47

KK 3008

General mills, inc., claimant.

He's a winner! (Maraschino party cake)  
[Chicago, Printed by Chicago Sunday tribune]  
c1946.

Clipping.

Print.

(c) 1-6-46; 2 c 4-29-46; Minneapolis; KK 3008.

AFP 5-29-46

KK 8202

General mills, inc., claimant.

He's a winner! On initiative .. ingenuity .. resourcefulness! Meet Gene Gilbert ... (Cereal) [Chicago, Printed by Chicago Sunday tribune] c1946.  
clipping.

Print.

© 7Dec46; 2c 21Jan47; author, Minneapolis; KK 8202.

pam 2-8-47

KK 9723

General mills, inc., claimant

He's a winner! Tom Bergstedt, 18, recent graduate of Washburn High ... (Food products) [Cereal] [Chicago, Printed by Chicago Sunday tribune] c1946.  
clipping.

Print.

(c) 11-16-46; 2 c 12-3-46; Minneapolis; KK 9723.

mge 1-30-47

GENERAL MILLS, INC. ©.

He's helping hens lay more eggs.

(Food products) Clipping. ©

1Feb48; KK20391.

GENERAL MILLS, INC. ©

He's loading enough flour to bake  
100,000 loaves of bread! Clipping.

© 27Mar48; KK22476.

GENERAL MILLS, INC. ©.

He's one of Ogden's fussiest house-  
keepers. (Food products) Clipping.

© 22Feb48; KK21677.

GENERAL MILLS, INC. ©.

He's one of Spokane's fussiest house-keepers. (Food products) Clipping.

© 3Jan48; KK19864.

GENERAL MILLS, INC. ©.

Hey - breakfast's gonna be a picnic!  
(Food products) Clipping.

© 23Jul48; KK28170.

GENERAL MILLS, INC. ©.

Higher output, lower costs with  
these automatic packaging ma-  
chines. Clipping. © 10Sep48;  
KK27382.

GENERAL MILLS, INC. ©.

Highest prices for your corn, oats,  
wheat, barley. (Feed products)

Folder. (L-2030) © 22Feb49;

KK35062.

GENERAL MILLS, INC., Minneapolis.  
Honey pumpkin pie. (Food prod-  
ucts) © 22Sep47; KK18034.

GENERAL MILLS, INC.

SEE

HORIZONS.

Library of Congress  
Copyright Office

GENERAL MILLS, INC., Minneapolis, SEE  
Horizons. AA218472.

GENERAL MILLS, INC., Minneapolis.

SEE

Horizons. AA227705.

General mills, inc.

Horizons. Apr., 1947. © General  
mills, inc., Minneapolis; 31Mar47;  
AA51623.

GENERAL MILLS, INC. ©.

Horizons.

July © 21Jul47; AA58762.

Nov. © 10Nov47; AA69617.

GENERAL MILLS, INC. ©

Horizons. June, 1948. 16 p.,

illus. © 18Jun48; AA85872.

GENERAL MILLS, INC. ©.

Horizons. Nov. 1948. 16 p., illus.

© 290ot48; AA98691.

GENERAL MILLS, INC., Minneapolis. SEE  
Horizons. June 1951. AA190843.

SEP - 4 1951

GENERAL MILLS, INC. ©.

Hot cross buns. (Food products)

Clipping. © 20Mar48; KK24697.

GENERAL MILLS, INC. ©.

Hot rolls, yes! and with Bisquick.

(Food products) Clipping.

© 15Sep48; KK27381.

GENERAL MILLS, INC. ©

Hot rolls, yes! and with Bisquick.

(Food products) Clipping.

© 25Sep48; KK28964.

GENERAL MILLS, INC. ©.

Hot rolls, yes! and with Bisquick.

(Food products) Clipping.

© 20Sep48; KK28174.

GENERAL MILLS, INC. ©.

Hot rolls, yes! and with Bisquick.

Now make pie crust like Betty  
Crocker's Crustquick. (Food prod-  
ucts) Clipping. © 26Jan49;  
KK32368.

GENERAL MILLS, INC. ©.

Hot yeast buns. (Food products)

Clipping. © 21Feb48; KK26004.

GENERAL MILLS, INC. ©.

Hot yeast buns. (Food products)

Clipping. © 13Mar48; KK26006.

General mills, inc.

... House of the women ... Minneapolis,  
General mills, ©1946.

(Light of the world, nos. 1656-60. The story  
of the Bible, Esther sequence)

Reproduced from typewritten copy

Radio broadcast: July 22-26, 1946.

Appl. author: Adele Seymour, employee for hire

© 8-7-46; 2c 9-30-46; General mills, inc.,  
Minneapolis; D pub. 5168.

el 10-22-46

General mills, inc.

... House of the women - Tutu ... Minneap-  
olis, General mills, ©1946.

(Light of the world, nos. 1661-1665. The  
story of the Bible, Esther sequence)

Reproduced from typewritten copy

Radio broadcast: July 29-Aug. 2, 1946.

Appl. author: Adele Seymour, employee for hire

© 8-7-46; 2c 9-30-46; General mills, inc.,  
Minneapolis; D pub. 5169.

el 10-22-46

KK12863

General mills, inc., claimant.

How does the new General Mills tru-beat  
iron speed ironing? (Home appliance)

[Minneapolis, Printed by Minneapolis, Sunday  
tribune] cl947.

clipping.

Print.

(c) General mills, inc., Minneapolis; 3May47;  
KK12863.

9Jun47 rs

General mills, inc., claimant. How I came  
to paint 'Company for supper', AAL49439.  
see Nichols, Dale.

elg 7-29-47

GENERAL MILLS, INC. ©.

How many errors can you spot?

(Food) Clipping. © 20Jan48;

KK20554.

KK 8201

General mills, inc., claimant

... How Rowena the cow glamorizes milk.  
(Food products) [Dansville, N. Y., Printed  
by F. A. Owen pub. co.] c1946.  
clipping.

Print.

At head of title: Good nutrition; one of  
America's most pressing education/problems.  
© 10Nov46; 2c 21Jan47; author, Minneapolis;  
KK 8201.

mgc 2-11-47

GENERAL MILLS, INC. ©.

How the Jersey Ice Cream Co. cuts  
packaging costs. (Packaging ma-  
chinery) Clipping. © 10Oct48;  
KE28981.

GENERAL MILLS, INC. ©.

How to beat the meat shortage.

(Food products) Clipping.

© 10Apr48; KK24692.

GENERAL MILLS, INC. ©.

How to choose a gift for a lady.

(Home appliances) Clipping.

© 13Nov48; KK32370.

GENERAL MILLS, INC. ©.

How to enrich an experience.

(Flours, cereals etc.) Clipping.

© 10Nov48; KK28511.

GENERAL MILLS, INC. ©

How to feed broilers the Larro  
way. Detroit, c1948. Sheet.

© 27Jul48; AA98028.

GENERAL MILLS, INC. ©.

How to get crisp crust for your pump-  
kin pies. Waffle supper royal.

(Food products) Clipping.

© 13Nov48; KK30664.

GENERAL MILLS, INC. ©

How to get more eggs. Larro egg mash.

(Feed products) Folder. (L-2204)

© 28oct49; KK43054.

GENERAL MILLS, INC. ©.

How to help a gentleman choose a gift  
for a lady. (Electrical appliances)

Clipping. © 3Nov48; KK29486.

GENERAL MILLS, INC., Minneapolis.

How to make short work of shorts.

(Electrical appliances)

© 15Oct47; KK18039.

GENERAL MILLS, INC. ©.

How to "map" a nutrition campaign.

Take one capable "Chief of Staff"

and a group of willing recruits ... ✓

(Food products - nutrition) Sheet.

© 3Jan50; KK46654.

MAR 20 1950

KK 8199

General mills, inc., claimant

J.. How to plant an attitude. (Food products) [Dansville, N. Y., Printed by F. A. Owen pub. co.] cl946.

clipping.

Print.

At head of title: Good nutrition; one of America's most pressing educational problems.

© 10Oct46; 2c 21Jan47; Minneapolis; KK 8199.

Author,

mge 2-11-47

GENERAL MILLS, INC. ©.

How to play "Jingle Bells" on your  
cash register. (Home appliances)  
Clipping. © 23Nov48; KK30668.

KK 5228

General mills, inc., claimant.

How to raise pigs with Larro sow and  
pig builder. (Feed builder) [Detroit,  
Printed by O'Neil printing co.] cl945.  
folder. illus. 15 x 8 1/2cm.  
(L668 9-45 O. 3d ed.)

Print.

© 9-10-46; 2 c 8-2-46; Minneapolis;  
KK 5228.

cf 8-22-46

GENERAL MILLS, INC. ©.

How to read your future. 1 v.,  
illus. © 3Apr47; AA72396.

AA 22032

General mills, inc., claimant.

How to sell broiler feed. [Detroit,  
Printed by O'Neil printing co.] c1945.

pamphlet (11 p.) illus. 28 cm.  
(Larro merchandising bulletin D)

Perforated for insertion in binder.

Appl. title: Larro merchandising  
bulletin D ...

© 12-31-45; 2 c 8-12-46; Minneapolis;  
AA 22032.

afp. 10-1-46

AA 22034

General mills, inc., claimant.

How to sell Larro calf builder.

[Detroit, Printed by O'Neil printing  
co.] c1946.

pamphlet (11 p.) illus. 28 cm.  
(Larro merchandising bulletin F)

Perforated for insertion in binder.

Appl. title: Larro merchandising  
bulletin F ...

© 7-19-46; 2 c 8-12-46; Minneapolis;  
AA 22034.

afp 10-1-46

AA 22029

General mills, inc., claimant.

How to sell Larro chick builder.  
[Detroit, Printed by O'Neil printing  
co.] c1945.

pamphlet (6 p.) 28 cm. (Larro  
merchandising bulletin A)

Perforated for insertion in binder.

Appl. title: Larro merchandising  
bulletin A ...

© 12-31-45; 2 c 8-12-46; Minneapolis;  
AA 22029.

afp 10-1-46

AA 22033

General mills, inc., claimant.

How to sell Larro dairy feed. [De-  
troit, Printed by O'Neil printing co.]  
c1946.

pamphlet (12 p.) illus. 28 cm.  
(Larro merchandising bulletin no. E)

Perforated for insertion in binder.  
Appl. title: Larro merchandising  
bulletin no. E.

© 6-6-46; 2 c 8-12-46; Minneapolis;  
AA 22033.

afp 10-1-46

AA 28673

✓

General mills, inc., claimant.

How to sell Larro dog food. [Detroit,

Printed by O'Neil printing co.] c1946.

pamphlet (8 p.) illus. 28cm.

(Bulletin H)

Perforated for insertion in binder.

© 11-5-46; 2 c 11-19-46; Minneapolis;

AA 28673.

a fp 12-17-46

AA 22030

General mills, inc., claimant.

How to sell Larro egg mash. [Detroit  
Printed by O'Neil printing co.] cl 245.  
pamphlet (11 p.) illus. 23 cm.

(Larro merchandising bulletin B)

Perforated for insertion in binder.

Appl. title: Larro merchandising bulletin B ...

© 12-31-45; 2 c 8-12-46; Minneapolis;  
AA 22030.

afp 10-1-46

GENERAL MILLS, INC. ©, Minneapolis.

How to sell Larro rabbit feed.

Larro merchandising bulletin

J. 7 p., illus. © 11Jul47;

AA57795.

AA 22031

General mills, inc., claimant.

How to sell Larro sow and pig builder  
and Larro hog concentrate. [Detroit,  
Printed by Brownell-photo-lithograph  
co.] c1945.

pamphlet (7 p.) illus. 28 cm.  
(Larro merchandising bulletin C)

Perforated for insertion in binder.

Appl. title: Larro merchandising  
bulletin C ...

©12-31-45; 2 c 8-12-46; Minneapolis;  
AA 22031.

afp 10-1-46

AA 24374

General mills, inc., claimant.

How to sell the new General mills  
tru-heat iron; sponsored by Betty  
Crocker. [Minneapolis, Printed by  
Jensen printing co., c1946]  
pamphlet. illus. 28cm.

© 8-12-46; 2 c 9-30-46; Minneapolis;  
AA 24374.

afp 11-1-46

KK 3780

General mills, inc., claimant.

How to work for 2 cents..and like it.  
(Food and industrial products) [Chica-  
go, Printed by American weekly] c1946.  
clipping.

Print.

© 1-27-46; 2 c 6-4-46; Minneapolis;  
KK 3780.

cf 6-24-46

KK 3024

General mills, inc., claimant.

... How two can eat better than one. (Food products) [Chicago, Printed by National 4-H club news] cl946.

Clipping.

Print.

At head of title: Good nutrition, one of America's most pressing educational problems.

(c) 4-1-46; 2 u 4-29-46; Minneapolis; KK 3024.

AFP 5-31-46

KK 9716

General mills, inc., claimant

Humor the man! Men love split pea soup.  
Let's serve it often. Now cooks in only  
5 min! by Betty Crocker. (Food products)  
[Chicago, Printed by Chicago daily news] c1946.  
clipping.

Print.

© 9-7-46; 2 c 12-3-46; Minneapolis;  
KK 9716.

mgc 1-30-47

GENERAL MILLS, INC., Minneapolis.  
Instant purity oats. (Food prod-  
ucts) © 28Sep47. KK18036.

GENERAL MILLS, INC. ©

Instant Purity oats with beautiful  
tumbler in each package; 1 lb.

Label. © 16Jun50; KK52114.

AUG 23 1950

KK 9046

General mills, inc., claimant

... The iron sponsored by Betty Crocker.  
(Electric appliance) [Minneapolis, Printed by  
Minneapolis Sunday tribune] cl946.  
clipping.

Print.

At head of title: It's easier .. it's safer ..  
it rests on its side!

© 10-6-46; 2 © 10-18-46; Minneapolis;  
KK 9046.

mge 12-31-46

GENERAL MILLS, INC. ©

Ironing; how modern equipment can  
make it easier. (Electric appli-  
ances) Sheet. © 18Feb48; KK21726.

GENERAL MILLS, INC., Minneapolis ©.  
Ironing, the Betty Crocker way,  
with the General Mills Tru-Heat  
iron. 1 v., illus. © 13Jan50;  
AA149274.

MAY 15 1950

General mills, inc., claimant.

Irons faster because it's tapered  
at the back. (Home appliance)  
[Minneapolis, Printed by Minneapolis  
Sunday tribune] cl947.  
clipping.

Print.

© General mills, inc., Minneapolis;  
8Mar47; KK11514.

afp 16Apr47

GENERAL MILLS, INC., Minneapolis.

Is your farm in this picture?

(Foods) Clipping. © 23Sep47;

KK16384.

GENERAL MILLS, INC. ©.

It's apple pie time all over America!  
(Food products) Clipping.

© 9Jul48; KK35075.

GENERAL MILLS, INC. ©.

It's better than ever! (Home appli-  
ances) Clipping. © 1Jul48;  
KK26013.

GENERAL MILLS, INC. ©

It's open house tomorrow at the General Mills Lodi plant. (Food products) Sheet. © 4 Jun 48; KK24420.

GENERAL MILLS, INC. ©

It's our baby--yours, too! (Food  
products, electrical appliances)  
Clipping. © 10Oct48; KK28969.

KK 5231

General mills, inc., claimant.

Joe feels his oats. (Cereal)

[Chicago, Printed by Chicago tribune]  
c1946.

clipping.

Print

Comic strip.

© 6-1-46; 2 c 8-2-46; Minneapolis;

KK 5231.

cf 8-22-46

KK 9432

General mills, inc., claimant

Joe feels his oats. "Poor lady! If he butts her, she's all over but the landing!" (Oat cereal)  
[Chicago, Printed by Chicago herald American] cl946.  
clipping.

Print.

Comic strip.

Appl. title: You'll be strong for it! An oat cereal ready to eat!

c 10-5-46; 2 c 11-19-46; Minneapolis; KK 9432.

lg 2-1-47

GENERAL MILLS, INC., Minneapolis.

Join Gold Medal's peach party.

(Food products) © 18Jul47;

KK18040.

D pub 3429

General mills, inc.

... Jonathan escapes... Minneapolis,

General mills, ©1945.

(The Story of the Bible, Daniel sequence)  
various pagings.

Radio program

Reproduced from typewritten copy

Appl. author: Adele Seymour, employee for  
hire

© 1-2-46; 2 c 4-29-46; General mills, inc.,  
Minneapolis; D pub 3429.

el 6-18-46

D pub 3435

General mills, inc.

... Jonathan frees Jorah... Minneapolis,  
General mills, ©1946.

(The Story of the Bible, Daniel sequence)  
various pagings.

Radio program

Reproduced from typewritten copy

Appl. author: Adele Seymour, employee for  
hire

© 2-14-46; 2 c 4-29-46; General mills, inc.  
Minneapolis; D pub 3435.

el 6-18-46

D pub.

122 General Mills, inc.

... Jonathan goes to Babylon ...

Minneapolis, General Mills, inc., ©1945.

[40] 1. (The Story of the Bible.  
Daniel sequence)

Reproduced from typewritten copy.

Radio program.

Application authors: Katherine and  
Adele Seymour, employees for hire of  
General Mills, inc.

© 12-7-45; 2 c 1-7-46; General Mills,  
inc., Minneapolis; D pub. 122.

pls 4-16-46

D pub 3431

General mills, inc.

... Jonathan joins Hassan... Minneapolis,  
General mills, <sup>c</sup>1946.

(The Story of the Bible, Daniel sequence)  
various pagings.

Radio program

Reproduced from typewritten copy

Appl. author: Adele Seymour, employee for  
hire

© 1-29-46; 2 c 4-29-46; General mills, inc.  
Minneapolis; D pub 3431.

el 6-18-46

D pub 3433

General mills, inc.

... Jonathan visits Elona... Minneapolis,  
General mills, ©1946.

(The Story of the Bible, Daniel sequence)  
various pagings.

Radio program

Reproduced from typewritten copy

Appl. author: Adele Seymour, employee for  
hire

© 1-29-46; 2 c 4-29-46; General mills,  
inc., Minneapolis; D pub 3433.

el 6-18-46

GENERAL MILLS, INC. ©.

Just a housewife? (Food products,  
electrical appliances, packaging  
machinery) Clipping. © 19Dec48;  
KK32381.

GENERAL MILLS, INC. ©.

Just add cream to Bisquick! (Food  
products) Clipping. 8 May 48;  
KK24690.

GENERAL MILLS, INC. ©

Just add cream to Bisquick for rich  
shortcake biscuits. (Food products)

Clipping. © 1Aug48; KK28966.

D pub. 3719

General Mills, inc.

... King Belshazzar... Minneapolis,  
General Mills, ©1946.

(Light of the world, nos. 1596-1600. The  
story of the Bible. Daniel sequence)

Reproduced from typewritten copy.

Radio broadcast Apr. 29 to May 3, 1946.

Appl author: Adele Seymour, employee for hire.

© 5-7-46; 2 c 6-4-46; General Mills, inc.,  
Minneapolis; D pub. 3719.

cog 7-19-46.

D pub. 3718

General Mills, inc.

... King Belshazzar slain... Minneapolis,  
General Mills, ©1946.

(The story of the Bible. Daniel sequence)

"Light of the world, nos. 1601-1605."

Reproduced from typewritten copy.

Radio broadcast May 6<sup>th</sup>-10, 46.

Appl. author: Adele Seymour, employee for hire.

© 5-7-46; 2 c 6-4-46; General Mills, inc.,  
Minneapolis; D pub. 3718.

eog 7-19-46.

D pub 4360

General mills, inc.

... King Darius... Minneapolis, General  
mills, ©1946.

(Light of the world, nos. 1606-1610. The  
story of the Bible, Daniel sequence)

Reproduced from typewritten copy

Radio broadcast: May 13-17, 1946.

Appl. author: Adele Seymour, employee for hire

© 5-28-46; E c 8-2-46; General mills, inc.,  
Minneapolis; D pub 4360.

el 8-14-46

D pub 3436

General mills, inc.

... The King renews faith in Daniel...  
Minneapolis, General mills, ©1946.  
(The story of the Bible, Daniel sequence)  
various pagings.

Radio program

Reproduced from typewritten copy

Appl. author: Adele Seymour, employee for  
hire

© 2-14-46; 2 c 4-29-46; General mills,  
inc., Minneapolis; D pub 3436.

el 6-18-46

D pub 4363

General mills, inc.

... King Xerxes and the City of Susa...  
Minneapolis, General mills, <sup>c</sup>1946.

(Light of the world, nos. 1621-25. The story  
of the Bible, Esther sequence)

Reproduced from typewritten copy

Radio broadcast: June 3-7, 1946.

Appl. author: Adele Seymour, employee for hire

© 6-14-46; 2 c 8-2-46; General mills, inc.,  
Minneapolis; D pub. 4363.

e1 8-14-46

GENERAL MILLS, INC. ©

Kix. (Cereal) Label. (Series 44-A)

© 9Mar48; KE21680.

KK 9982

General mills, inc., claimant

... Kix atomic "bomb" ring. (Cereal)

[St. Paul, Printed by Waldorf paper products  
co.] cl946.

box. illus. 21  $\frac{1}{2}$  x 17 x 6 cm.  
(Series 38)

Label.

At head of title: Get this new amazing ...

(c) 10-24-46; 2 c 11-19-46; Minneapolis;  
KK 9982.

mgc 1-27-47

GENERAL MILLS, INC. ©.

Kix, crispy corn puffs. (Cereal)

Label. (Series 46) © 11Mar49;

KK35070.

GENERAL MILLS, INC. ©

Kix crispy corn puffs. (Food  
products) Label. (Series 46A)

© 26Sep49; KK42073.

General mills, inc., claimant.

Kix; ready-to-eat cereal. (Breakfast cereal) [St. Paul, Printed by Waldorf paper products co.] c1947.

box. illus. 21 x 17 x 6cm.  
(Series 40-A)

Label.

© General mills, inc., Minneapolis;  
25Feb47; KK11531.

afp 16<sup>4</sup>pr47

General mills, inc., claimant.

Kix, ready-to-eat cereal. (Breakfast cereal) [St. Paul, Printed by Waldorf paper products co.] c1947.

box. illus. 21 x 17 x 6cm.  
(Series 40-B)

Label.

© General mills, inc., Minneapolis;  
25Feb47; KK11532.

afp 16Apr47

General mills, inc., claimant.

Kix, ready-to-eat cereal. (Breakfast cereal)  
[St. Paul, Printed by Waldorf paper products co.]  
c1947.

box. illus. 21 x 17 x 6cm. (Series 40- C)

Label.

© General mills, inc., Minneapolis; 25Feb47;  
KK1133.

els 4-21-47

General mills, inc., claimant.

Kix, ready-to-eat cereal. (Breakfast cereal) [St. Paul, Printed by Waldorf paper products co.] c1947.

box. illus. 21 x 17 x 6cm.  
(Series 40-D)

Label.

© General mills, inc., Minneapolis;  
25Feb47; KK11534.

afp 16Apr47

General mills, inc., claimant.

Kix, ready-to-eat cereal. (Breakfast cereal) [St. Paul, Printed by Waldorf paper products co.] c1947.

box. illus. 21 x 17 x 6cm.  
(Series 40-E)

Label.

© General mills, inc., Minneapolis;  
25Feb47; KK11535.

afp 16Apr47

General mills, inc., claimant.

Kix, ready-to-eat cereal. (Breakfast cereal) [St. Paul, Printed by Waldorf paper products co.] cl947.

box. illus. 21 x 17 x 6cm.  
(Series 40-F)

Label.

© General mills, inc., Minneapolis;  
25Feb47; KK11536.

afp 16Apr47

General mills, inc., claimant.

Kix, ready-to-eat cereal. (Breakfast cereal) [St. Paul, Printed by Waldorf paper products co.] c1947.

box. illus. 21 x 17 x 6cm.  
(Series 40-G)

Label.

© General mills, inc., Minneapolis;  
25Feb47; KK11537.

afp 16Apr47

General mills, inc., claimant.

Kix, ready-to-eat cereal. (Breakfast cereal) [St. Paul, Printed by Waldorf paper products co.] cl947.

box. illus. 21 x 17 x 6cm.  
(Series 40-H)

Label.

© General mills, inc., Minneapolis;  
25Feb47; KK11538.

afp 16Apr47

GENERAL MILLS, INC., Minneapolis.

Kix ready-to-eat corn cereal. (42-

A - 42-H) Labels. © 12Jul47;

KK15740, 15739, 15741, 15736,

15742, 15738, 15737, 15743.

GENERAL MILLS, INC. ©

Know these biscuit tricks? Now make  
pie crust like Betty Crocker's.

(Food products) Clipping.

© 17Oct48; KK28967.

GENERAL MILLS, INC. ©.

Know what's missing on this map?

(Food products) Clipping. ©

1Apr48; KK22762.